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SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES



TITULO

ZAFIRO JEWELRY

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Abstract

Being an entrepreneur has become a difficult task nowadays. The successful entrepreneur is based on innovative ideas; thus, they carry out projects in which they passionately believe, look for a way to materialize the vision, and assume the risks and consequences that it entails. In Zafiro Jewelry, it was possible to find characteristics and aspects entrepreneurs had to stand out in this business. For example: the quality, solidarity, responsibility, trust, and being on time. In addition, having a page on different social media. All these things helped Zafiro in the Business World since our business was about necklaces, rings, bracelets, and to please the customer. Moreover, achieving a balance between all our commitments and being a visionary company helped us to lead it to success. Lastly, Zafiro always had the confidence to have an entrepreneurial mindset, remembering that there are no bad ideas, and you can achieve all the goals.

Key words: *tourism; entrepreneur; handmade; Zafiro Jewelry; business.*

Introduction

From our perspective, being a tourist has different advantages and disadvantages. You can learn about the history of the place that you can visit, about its culture, buy certain stuffs as gifts for your relatives or friends or spend the time enjoying the activities, you can create amazing memories to share.

Therefore, the purpose of this work in the first chapter was to present the Zafiro Jewelry brand, which is dedicated to the development and marketing of products such as earrings, necklaces, bracelets, among others, to satisfy the taste of all people and all the accessories that it can offer. Thus, a business is based on the needs of a specific population which can be covered in an easy way and that most of them like, are accessible and economical. In addition, a costume jewelry business is highly profitable, supporting the economy of the country and entrepreneurs.

Moreover, in the second chapter of this research, was based on revealed how tourism began in El Salvador, how it has been developing with the help of tour operators, how traditions and food are a fundamental part of tourism, making El Salvador unique and making it known as a colorful country, with beautiful landscapes and varied cuisine. At the same time, it was possible to learn how tourism has helped small businesses and entrepreneurs to enhance their tourism product. Giving greater relevance to handmade products, such as the Zafiro Jewelry brand. In addition, we can find different parts in the project that are essential in it; for example, the marketing plan was presented based on the needs, the SWOT that was created, the characteristic logo, and the mission and vision that characterize Zafiro Jewelry.

In addition, in the third chapter of the project we described our entrepreneur profile. We are creative entrepreneurs, a type of entrepreneurs that follow the fashion and create new designs. Also, we mentioned the entrepreneurial skills and characteristics, factors to be a successful company, the barriers that we had, the employer's responsibility as entrepreneurs, and the quality standards in tourism that El Salvador has.

In the last chapter Costing Plan for Tourism Product. We wrote about our mission, vision, values, and responsibilities that Zafiro Jewelry has. Moreover, we presented our two logos that are a true representation of what Zafiro represents in accessories. At the end, we described the cost table for the different products that we use to create each accessory.

Finally, we have the bibliography that we used to create this project. We used different authors, books, and web sites, to obtain correct and accurate information to disseminate. As a summary, we created this project to introduce a new company. It will be something innovative in the jewelry sector and that can be easily adapted to the market.

Chapter I:

Description of the

product

1. Objectives

General Objective:

With this product we want to get recognition within the Salvadoran society. Also, we want to promote the handicrafts products with Zafiro, things that everybody can use regardless of age or gender. Thus, those products are created with different materials that the customer can choose, for example, natural pearls, agate, onyx, turquoise, a personal design, or any design that the customer has in his mind.

Specific Objectives:

Design, manufacture and commercialize costume jewelry products and accessories representative of our culture.

Promote handicrafts products that are made by beads, natural beads, elastic, nylon, and so on.

Satisfy the needs of each customer, so that they have a unique experience with their products created by Zafiro Jewelry.

1.1 Justification

We must ask ourselves or reflect on what is it that I can offer and what is it that others do not have to innovate in the market? What is it that can differentiate me from others? What makes my product unique, authentic, accessible, and fantastic? How can I implement it even knowing that it is trial and error to a certain point? When answering each of the questions and getting an accurate answer we must keep in mind that the market is large and that if I produce something innovative it is likely that someone else can copy it and give it their style.

If we want to sell something, we need to know what the product is like, how or with what materials it should create and to whom it should direct. For this, we must consider the public or sector of society we want to address, knowing that we need to implement a strategic plan to achieve the goals and objectives proposed in the short, medium, and long term.

Therefore, we need realistic goals and objectives to be able to meet them in defined times, on a small market research, on the interests of the groups, among others. Also, as marketers, we need to do and test to see what can be improved and/or implemented so that the product we offer is the best and what most people want.

1.2 Product name:

Zafiro Jewelry

Ubication: In that case, we can use two ubications. The first one, is Mejicanos, San Salvador and the second one, is Nueva Concepcion, Chalatenango. In both areas, Zafiro will sell the products and offer an incredible experience to each person.

Now, the characteristics that the tourist product can have been:

Personalization of each product if the client wishes.

Competitive prices and at the height of the market.

New designs every season or on a specific holiday, for example, a new earrings design for Mother's Day.

Quality materials and durability.

Designs that are maintained in all seasons, may be the best-selling designs or the most liked by consumers.

Designs for all ages and for both genders.

Diversity of materials so that the customer who wishes to customize his product can choose what he wants in his bracelet, earrings, or necklaces.

Possibility of production and reliability.

These products are aimed from children to adults, the products are for both genders. They can be used by everyone and can be customized.

1.3 Application of strategies for human development and sustainability

Costume jewelry is one of the most versatile elements that could be considered as one of the consumer products purchased by both women and men. In addition, this allows us sustainability since it provides us with many natural and artificial resources for its preparation.

Jewelry with recycled or natural products can be the success of sustainable fashion.

We can call it "sustainable fashion" and that in addition to being a natural product, it is a handmade product, which gives it a very inclusive and responsible personality when it comes to being able to acquire said product. If you like to look good, create new products and trends, we can be aware of the importance of giving a new use to materials or products destined for the garbage, it is interesting to learn how to design and make jewelry with recycled products.

Jewelry with recycled products gives people talent and creativity capable of making elegant and beautiful products in a wide variety of styles with recycled materials. For example: Cultured pearls, Lapis lazuli, coral, and agate, are one of the star products for this type of creations such as: hair clips, earrings, pendants and even rings that many people would pay for, which can be made with waste material.

Chapter II:

Theoretical

Framework

2.1 History of tourism in El Salvador

Tourism is one of the major resources for the economic development of El Salvador. In addition to the country's excellent natural attractions, with paradisiacal beaches, a benign tropical climate and exuberant landscapes, there is also an important archeological and ecological heritage, with colonial and pre-Columbian vestiges, as well as national reserves.

It is important to mention that tourism is nothing new in El Salvador. In previous times there were many initiatives or attempts to start generating tourism in the country: (Turismo SV, n.d.) ¹ mentioned that "the first initiative to promote tourism in El Salvador was in 1924, under the government of President Alfonso Quiñones Molina, with the creation of the Board of Tourism and Agricultural and Industrial Propaganda, which aimed to promote domestic and foreign tourism. In 1946, the National Department of Tourism was created as a section of the Ministry of Foreign Affairs.

¹ <https://turismo.sv/rutas-turisticas/fresca>

The 1960's are taken as the modern era of tourism development in El Salvador; tourism is systematically thought of, and some official instances are created for its promotion. In 1961, the Salvadoran Institute of Tourism (ISTU) was created as a governmental governing body. Its main attributions were the elaboration of projects for the promotion and development of the sector, the regulation of tourist companies, the management of the patrimony and the presentation of regular reports on the evolution of the sector. The monitoring of the sector was facilitated since 1968, when the ISTU began to publish detailed statistical bulletins on the flow of tourists to El Salvador. (Turismo SV, n.d.)

The institutional framework was strengthened with the issuance of the Law for the Promotion of the Tourism Industry in 1967, which provided fiscal incentives to companies that joined the national tourism system. The financial outlook also improved for the industry, with the opening of lines of credit to promote tourism investment. The Economic Development Fund of the Central Reserve Bank, created in 1966, contemplated the granting of credits for tourism infrastructure construction projects. However, the impact of these policies does not seem to have been so significant: by 1969 there were only 320 rooms available" (Turismo SV, n.d.).

Tourism is a sector, whose importance in the economy has steadily increased during the last decades, as has the competition and the need to respond to the changes that affect it. The development of this sector produces necessary income for the different entities involved in this activity. The development of the tourism industry is characterized by a high generation of jobs, since it uses large amounts of labor, both in the construction of basic infrastructure, hotels, and commercial areas, and in the operation and maintenance of these, ensuring that the benefits remain at the local level, and at the same time allows raising the standard of living of large segments of the population of various socioeconomic strata.

2.2 Sustainable development policies in El Salvador

Based on (United Nations, 2018). In Latin America and the Caribbean, communities, governments, and the private sector have been successfully implementing sustainable development initiatives for several decades. Many of them are clearly advancing in integrated approaches. Although they show great diversity among themselves, the experiences under analysis share several common characteristics, among them:

They are long-term processes, oriented towards true transformations towards sustainability always with a certain degree of innovation and long-term vision.

They go beyond the classic and linear version of cost-benefit analysis, using a complex systems approach and a multidimensional analysis of problems. An example of this is that each experience contributes to the advancement of an average of four to five SDGs. (United Nations, 2018)

(United Nations, 2018) mentions that following the approval of the 2030 Agenda and the 17 SDGs, the Government of El Salvador was selected by the United Nations as one of the countries in which the accelerated implementation program is being executed, which involves incorporating the SDGs into public policies and supporting countries to achieve them. At the same time, the national authorities established a plan to incorporate the Sustainable Development Agenda into the country's goals. Their first step was to raise awareness of the SDGs among more than 450 government officials.

(United Nations, 2018) "We are providing integrated policy solutions related to the Sustainable Development Goals (SDGs) that have a substantive, programmatic and technical impact on development in different development settings at the national level. Promoting integrated 'whole-of-government' and 'whole-of-society' responses to issues that cannot be addressed in isolation is vital to bring about transformative change."

For decades, tourism has experienced continuous growth and deep diversification to become one of the fastest growing economic sectors in the world. The contribution of tourism to economic well-being depends on the quality and income it provides. The WTO (World Tourism Organization), in 2000, added that "sustainable tourism is tourism that meets the needs of today's travelers and host regions while protecting and nurturing opportunities for the future. (United Nations, 2018).

2.3 Natural resources that are close to the municipality and tourist circuits

2.3.1 Ruta Fresca

The extension of the fresh route means that it goes through 3 different municipalities. Their names are La Palma, San Ignacio and Citalá. All of them are in the department of Chalatenango. One of the characteristics that distinguish these three localities is their independence from the climate of the rest of the country. In this region the climate stays between 1 and 18C°. (Turismo SV, n.d.)

Its pleasant climate, the mountains that surround it make the view a unique spectacle. Therefore, the possibility of staying in one of the mountain hotels in the area is extremely attractive. Also, a detail that makes it stand out is that the gastronomic proposal of the area is very elaborate. Thanks to this, you could enjoy gourmet meals in one of the most pleasant climates in the country. (Turismo SV, n.d.)

Places to visit on Ruta Fresca route:

La Palma

This municipality is located north of Chalatenango and is home to the Fernando Llorc Museum. Also, in the city tourists can visit the squares with handicraft vendors, as well as restaurants and hostels in the area. (Turismo SV, n.d.)

San Ignacio

The old-time vibe of this town is impossible to ignore. After all, its cobblestone streets surrounded by green mountains give the feeling of being in another era. Of all of them, this is one of the best for ecotourism. (Turismo SV, n.d.)

Citalá

In this city, you can enjoy the pleasant climate, beautiful landscapes, and delicious food. In addition, you will also engage in agro-ecotourism activities. (Turismo SV, n.d.)

La Reina

This is another stop worth mentioning due to its great conglomerate of tourist attractions. Among the most outstanding we can mention: Poza del Mundo, Talquezalapa river and the hill "Montones de Piedra". (Turismo SV, n.d.)

La Montañona Circuit

La Montañona Tourist Circuit is in the department of Chalatenango and is a rural tourism product focused on hiking and endowed with a wild, cultural, and historical offer in one of the highest areas of El Salvador.

Based on (Turismo SV, n.d.) This project, launched in 2015, was presented by the Ministry of Tourism (MITUR) at the International Tourism Fair (FITUR) held in Madrid, Spain. This year, Fitur has Sustainable Tourism as its central theme and countries have focused their destination offerings on green tourism.

(Turismo SV, n.d.) said, it is worth mentioning that the La Montañona circuit is made up of seven municipalities: Chalatenango, Las Vueltas, Ojos de Agua, El Carrizal, La Laguna, Comalapa and Concepción Quezaltepeque, which form a ring in the center of which rises the massif of La Montañona. Through two trails (La Montañona and Bosque Vainilla), tourists can enjoy sightings of more than 150 species of birds, walk through the pine forests and learn the stories of the war that took place in the area, narrated by former combatants who today work as tour guides.

Visitors to this destination can have a 270-degree panoramic view of the country at the El Castillo viewpoint, from where the Chinchontepec, Chaparrastique, Conchagua and San Salvador volcanoes can be seen, as well as the Pacific Ocean.

(Turismo SV, n.d.)

2.3.2 Cultural identity and study of the country's idiosyncrasy of the country: myths and legends, cuisine, festivities, and religious traditions.

What is the cultural identity of our country? Based on (Linares, 2017) ²Cultural identity is what makes the people of a nation rich, that is why the State must invest in the rescue of its biodiversity, culture, traditions, and gastronomy; the legacy left by the ancestors must be revalued and not allow what rightfully belongs to them to fade away. “The cultural identity of El Salvador is to know our traditions, Nahuat, Salvadoran folk music, legends, beliefs, religions, typical dishes, Mayan, and Pipil culture, among other aspects.” (Linares, 2017)

2.3.3 Folkloric dances

Folkloric genre

Also known as costumbrista music, this genre is where the essence of Salvadoran culture is found. Typical instruments such as drums, marimba, caracol, pito and the teponaxtle, among others, are united to form the basis of the folkloric dances.

Based on (Asamblea Legislativa de El Salvador, n.d.) ³Folkloric dances are part of this celebration every Independence Day and for this reason children and young people from different educational centers of the national territory prepare in advance artistic numbers with traditional dances during September.

²<https://prezi.com/katf07c998oc/identidad-cultural-de-el-salvador/#:~:text=La%20identidad%20cultural%20de%20El,y%20pipil%2C%20entre%20otros%20aspectos>

The colorful typical costumes, some from different departmental areas, the peculiar shoes are part of the costumes of the folklore dancers. It should be noted that this type of traditional dance identifies Salvadorans around the world. Below, we share a list of some of the folklore dances: **El Carbonero**: Written by maestro Pancho Lara, it tells the story of a Salvadoran man who works hard collecting and selling coal. He tells of his journey in search of coal and how he tries to convince people to buy it. (Asamblea Legislativa de El Salvador, n.d.)

El Torito Pinto: The folkloric dance of the "Torito Pinto", typical of El Salvador, takes place for San Antonio Abad in Cuscatancingo. It is a performance with dancing and singing, imitating, or interpreting a Spanish bullfight. The costumes are colorful with bright colors, hats adorned with bangs and paper flowers. (Asamblea Legislativa de El Salvador, n.d.)

Las Cortadoras: This piece dedicated to the coffee cutters of El Salvador, created by maestro Pancho Lara, is danced in mixed groups, most of the time in white costumes. "Ya coloradió, ya se maduró todo el cafetal. Con sus canastitos a cortar café." (Asamblea Legislativa de El Salvador, n.d.)

³ <https://sitioinfantil.asamblea.gob.sv/mas/musica-salvadorena-anterior>

2.3.4 Salvadoran gastronomy

(Martínez, 2017)⁴ mentions that the smallest country in its region includes a gastronomy and culture typical of a large country. There are diverse and very nutritious foods that accompany the tables of Salvadorans every day making tasting their typical dishes is like meeting again with the most primitive foods.

The gastronomy of El Salvador and its traditional cuisine is based on rice, yucca, beans, corn, meat, fish, seafood, dairy products, fruits, and vegetables. Regarding beverages, in this part of the world it is a deeply rooted custom to consume "atoles". (Martínez, 2017).

To know “El Pulgarcito de America” means to do it by approaching its main dishes, is why we are going to show you the typical food of El Salvador through its traditional dishes such as “pupusas, gallo en chicha, elotes locos, yuca con chicharron” and among other dishes.

Pupusas: Pupusas are the national dish of the country. It is an inexpensive and easy to prepare food, the two main elements to become the dish of the people. Due to its importance, every second Sunday of November, the National Pupusas Day is commemorated. (Martínez, 2017)

Elotes locos: Another typical food of El Salvador is the elote loco. They are a must in any local celebration. It earned its name thanks to the mixture of ingredients:

⁴ <https://www.vero4travel.com/2017/11/gastronomia-de-el-salvador-comida-tipica.html>

tender corn cobs, grated cheese, sweet tomato sauce, mayonnaise, mustard, and black sauce. (Martínez, 2017)

Gallina India: This is a soup and owes its name to the fact that it is traditionally prepared with hen, along with other common ingredients such as tomatoes, onion, garlic, green chili, potato, carrot, cilantro, mint, rice, salt and a touch of pepper. (Martínez, 2017)

2.3.5 Myths of El Salvador

El Cipitio: According to ancient beliefs, the Cipitio was the son of Zigueguet, the queen of the moon, who betrayed her husband only with a morning star and received a terrible curse from the God of the Gods, Teolt. The curse fell on their son, who would be the result of treacherous loves. (Martínez, 2017)

El Cadejo: El Cadejo appeared to the night travelers, sometimes the cadejo used to always accompany the men, but only with the unmarried, the cadejo, as well as defending his companion, it bothered him when he did not do his will, and when he got angry, he was very dangerous because he became an animal of immense size. (Martínez, 2017).

2.4 Strategic plan for the tourist product: Quality of the Tourism Product

How can I improve the quality of my entrepreneurship? Based on (BKF, 2018)⁵, “all organizations today strive to improve their daily operations in the areas of performance, employee satisfaction, and customer satisfaction.” It is important to consider that we must have high standards, from the quality of the products to the values that characterize the company. In addition, it is necessary to carry a continuous improvement and quality to always offer the best of the product.

According to (BKF, 2018), these are some steps that can be taken to improve product and company quality:

“Adjust your attitude

- Stay open to new ideas!
- Take time to review and improve your quality processes.
- Do not exercise your authority through fear. Help people feel confident in their jobs.
- Forget the phrase "We've always done it this way," as it prevents the company from trying new approaches to solving problems.
- Change the "us versus them" culture of management and staff by adopting quality principles and methods. Working together to solve common problems will help break down these barriers.” (BKF, 2018)

⁵ <https://bkf.com.co/ideas-para-mejorar-la-calidad/>

2.4.1 Collect data to aid in decision making.

- Survey customers to find out what the company can do more effectively.
- Do a confidential survey to find out what staff think could be done more effectively.
- Use the results of both surveys to make improvements in operations.

Make a regular effort to determine the changing needs ("requirements") of your customers to meet them effectively.

Regularly survey customers and staff to determine if improvements made had a noticeable impact.

Make management decisions based on data collection and fact-finding, not on hunches or instincts. (BKF, 2018)

2.4.2 Have management guide improvement efforts.

Management should prioritize identified improvement opportunities. Determine which problems should be addressed first, second, etc., based on what will help advance key business objectives.

Create a plan that lays out which processes will be analyzed for improvement and in what order, after prioritizing the results of internal and external surveys. (Prioritizing survey results requires leaders to be clear about what they want to accomplish. This is where having a mission statement and strategic plan can help.)

If a mission statement does not exist, company leaders should take the time to develop one. If the people in the organization are not working together on a common mission, everyone may be going in a different direction and the company may not be as effective.

Management must publicize the positive results achieved by process improvement efforts, both internal and external. Customers will be pleased that the company they hired is working to improve processes. (BKF, 2018)

2.4.3 Ongoing training

Invest more money in training. Send your managers and staff to classes on effective customer service, leadership training, teamwork, and conflict resolution.

Invest more money in staff training in effective customer service, conflict resolution, teamwork, stress management, job skills development.

Train everyone in quality improvement principles and methods.

After training, form quality improvement teams to implement improvements to work processes. (BKF, 2018)

2.4.4 Conduct a poor-quality cost audit

- Improve the organization's process for tracking marketing activities and measuring results.

- Align systems: compensation, billing, performance appraisals with quality objectives.
- Modify your compensation system to include customer feedback as an essential element to consider in determining staff management and compensation. (BKF, 2018)

2.4.5 Implement best practices, quality standards

- Discover how firm processes are performed by similar suppliers who are willing to share knowledge in the common drive for continuous improvement.
- Share effective processes performed in one department of your firm with other departments that could benefit from the knowledge. (BKF, 2018)

2.4.6 Form process improvement teams, use quality tools

- Form teams using quality tools, such as flowcharts and process measurement, to work on improving processes identified by internal and external surveys as needing improvement.
- Form a team to study ways to reduce the time required to issue invoices.
- Form another team to study ways to reduce the time it takes to retrieve records.” (BKF, 2018)

It is important to adjust the attitude of the job, because if we treat people well, we will get a positive response from them. In turn, we help with confidence in creating new things or giving the opportunity to do so.

2.5 Zafiro Jewelry Standards

- All staff should be aware of product shortages and promotions of the day prior to customer contact.
- All staff must be friendly, smiling, and in clean and complete uniform.
- All staff who have contact with the customer during arrival should make eye contact, smile, and greet. Example, "Good afternoon welcome to..."
- Promotions and specials of the day are offered When showing the product.
- Thank the customer for their visit and invite them to return. "Thank you for your visit we look forward to seeing you soon".

2.5.1 Standards of cleanliness and maintenance

- All facilities should be in perfect condition.
- Banners, advertising, posters in perfect condition.
- Painting of all areas in perfect condition.
- Fans and air conditioners working.
- Cable system workin

- Floors, walls, ceilings, windows clean and free of dust.
- No burned-out lights or bulbs.
- Fire extinguishers in force and not obstructed.

2.6 Marketing Plan

Definition of Quality of a Tourism Product

Quality is understood as the property and characteristic feature of a product that not only satisfies the consumer but is also free of defects. Quality must meet technical and functional requirements and ethical standards.

A tourism product involves many people in its production. Human factors have a significant impact on the quality of a tourism product. That is why many tourism companies develop service standards, which are intended not only to establish service rules for tourists, but also to ensure a certain level of quality of manufactured tourism products.

Based on (Cyberclick, 2022)⁶, The Marketing Plan is the document that contains the marketing strategies for a given period. In this case, they must be concrete objectives that can be achieved in an easy way, respecting all types of performance, and reaching the necessary market.

The plan contains the objectives, indicators, metrics, and information necessary to achieve the company's results.

Therefore, by creating a SWOT, it is kept in mind what kind of weaknesses, strengths, opportunities and threats the company may have. In turn, this helps to cover and solve or create plans to help avoid problems.

See the chart 1 and 2 below:

⁶ <https://www.cyberclick.es/marketing/plan-de-marketing>

SWOT ANALYSIS ABOUT ZAFIRO JEWELRY

| STRENGTHS | WEAKNESS |
|--|---|
| <ul style="list-style-type: none"> • creation of unique pieces | <ul style="list-style-type: none"> • location |
| <ul style="list-style-type: none"> • personalized pieces | <ul style="list-style-type: none"> • lack of personnel |
| <ul style="list-style-type: none"> • personalized sales | <ul style="list-style-type: none"> • productivity |
| <ul style="list-style-type: none"> • products in trend | <ul style="list-style-type: none"> • competitive prices |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> • sales in "mercaditos" | <ul style="list-style-type: none"> • order cancellations |
| <ul style="list-style-type: none"> • trainings | <ul style="list-style-type: none"> • lack of employees |
| <ul style="list-style-type: none"> • exchange of ideas with other groups | <ul style="list-style-type: none"> • lack of sales opportunities |
| <ul style="list-style-type: none"> • promotion of products on digital platforms | <ul style="list-style-type: none"> • competitive market |

Chart 1 Source: Own elaboration⁷

⁷ illustrative image, own creation

Zafiro Jewelry



MARKETING OBJECTIVES

- Increase social media engagement by 50% in 2022
- Increase sales by 30% by 2022 and up to 50% by 2023



IDEAL BUYER

DEMOGRAPHICS

- Age: since 5 years old
- Income: \$700+ per month
- Location: Based in Chalatenango

BUYER PROFILE

- Jewelry lover
- Appreciates unique pieces of jewelry
- Jewelry product enthusiast



MARKETING STRATEGY

PRODUCT

- Introduce jewelry product ranges
- Improve existing product quality
- Offer customized packages

PRICE

- Set competitive prices for existing products in the market
- Set premium prices for new products in the market
- Test offers and review pricing strategies

PROMOTION

- Paid social media advertisements
- Boost Instagram posts
- Share customer testimonials/comments on website and Facebook page
- Use Instagram/Facebook stories to share product details

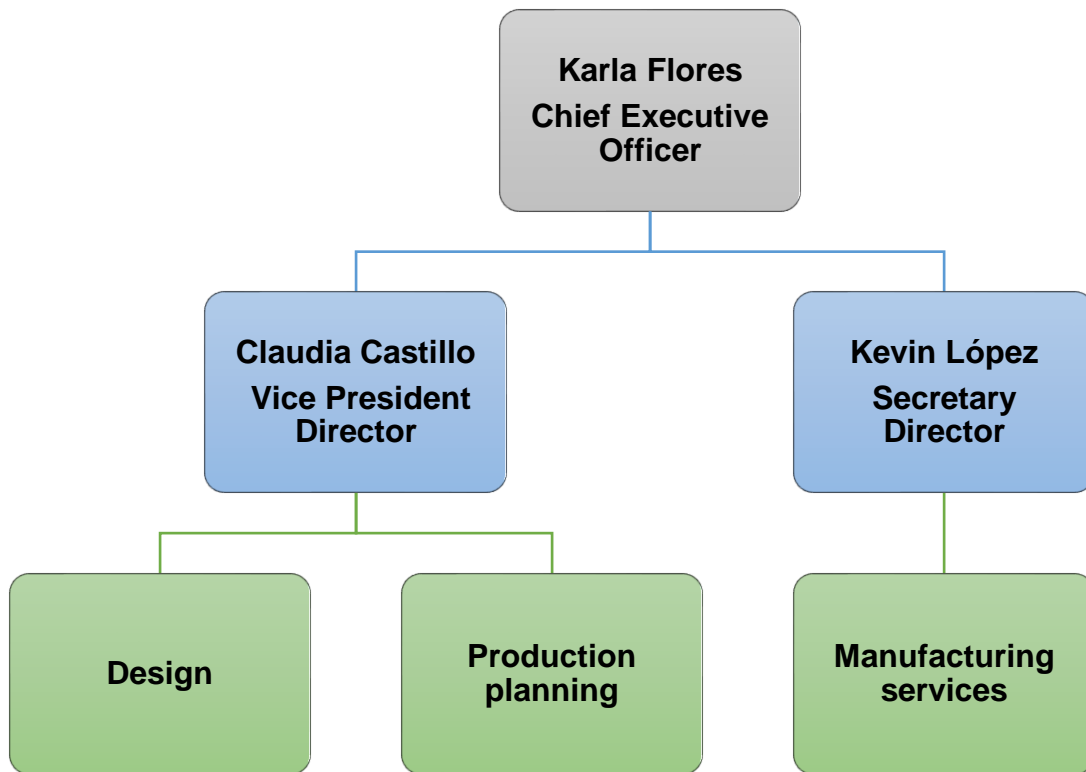
PLACE

- Product visibility on Instagram and Facebook
- Visual merchandising on La Parilla Restaurant located in Chalatenango

Chart 2 Source: Own elaboration⁸

⁸ illustrative image, own creation

2.7 Conceptual map of the collaborators



Chapter III:

Entrepreneur

Profile

3.1 Entrepreneur Profile

The set of this desired traits that characterize an entrepreneur is integrated by knowledge, attitudes, skills, and values, enabling them to turn their ideas into results. Also, an entrepreneur has a short description of various traits, characteristics, and qualities to identify a great business opportunity, assuming a financial risk associated with it (INDIACCLASS, n.d.).⁹

Therefore, it is someone who takes an initiative in trade, to start something from scratch or take an-idea and improve it, sees an opportunity in a problem, and gives it a solution, is someone who seeks to improve or start economic stability.

3.1.1 Type of Entrepreneur

We are **creative entrepreneurs**. Since the products we sell, whether earrings, necklaces, bracelets, etcetera, are based on fashion, following the seasons with exclusive and artistic designs.

Also, we have innovation in the jewelry sector; because Zafiro Jewelry is the first time that participates in the market as a brand.

3.1.2 Entrepreneurial Ecosystem

The entrepreneurial ecosystem of Zafiro Jewelry are people who like to wear accessories in their everyday clothing, who are not afraid to experiment with fully customized accessories.

In turn, noting that each product is completely customized designs by the buyer if you choose a specific design and materials, or by the seller, as often a limited number of garments are made for the market. The products can be purchased at markets, stores or by ordering online.

3.1.3 Entrepreneurial skills and characteristics

- **Search for opportunities:** the most important thing in an enterprise is the search for opportunities, since by this means you can participate in a "Mercadito", also, you can take a course to innovate or to continue improving your skills in bushcraft, also, they can be taught by the municipal government, by the CUBOS in each municipality, by summer courses, among others.
- **Perseverance:** put a continuous effort to achieve those goals in the short, medium, and long term. Since the market is changing and it is necessary to modify each season or stick to the new.
- **Quality product:** the standards that Zafiro Jewelry has are high. Because each piece that is make, takes time, also, each piece is supervised at the end, to correct any defect or to deliver it to the buyer.
- **Teamwork:** to produce enormous quantities, so that a leader delegates each activity to be more productive. It is also a support to finish the work with quality.
- **Initiative:** each employee can have a new idea and execute it.

⁹<https://indiaclass.com/entrepreneur-profile/#:~:text=Entrepreneur%20Profile%20is%20a%20short,financial%20risks%20associated%20with%20it.>

3.1.4 Barriers to entrepreneurship

- **Financial loans:** Zafiro Jewelry, being a small business, banks refuse to make loans, but in the SME or MSME sector, it is a little easier, as they are entities which support entrepreneurs monetarily.
- **Not achieving the sales goals:** at the beginning the sales margins can be exceedingly minor compared to a holiday or even a business. It is necessary to create strategies which promote sales.
- **Legal barriers:** at this point it is necessary to be careful because the logo, brand, names, or products can be patented by the owner and if they are used incorrectly by the client, or by the employees, there can be sanctions.

3.1.5 Factors for success

One of them is the quality of the products that are achieved in a short period of time, meeting the standards that have been set as entrepreneurs and meeting the taste of the customer, so that in the future the product is recommended, or the customer continue buying.

In turn, generating promotion in the social networks and social circles, is to make the brand known with quality, perseverance, delicacy to innovate and subtlety to grow.

Therefore, we can follow different qualities to be a successful entrepreneur based on (INDIACCLASS, n.d.):

- **Responsibility:** sense of personal, group and social responsibility.

- **Commitment:** committed to perform and achieve goals by organizing resources and people.
- **Creativity:** have a creative and innovative mind.
- **Novelty:** always present new ideas, methodologies, and newness in process to move towards common goal.
- **Flexibility:** entrepreneurs must see all angles for any situation and be flexible to modify or change the execution of it.

3.2 Employer's responsibility

All the activities of companies and enterprises have an impact on their social and environmental surroundings; and it is important that this impact be positive. When this impact is positive, the company or enterprise fulfills its social responsibility.

Corporate social responsibility, what is it? Based on (Fundación WIESE, 2021)¹⁰“Every enterprise has an impact on its environment; for example, the creation of a clothing store generates employment for designers and dressmakers; but also, for suppliers of fabrics, threads, cutting and sewing machines, etcetera.”

In addition, if the business is formal, it pays taxes that are used for the benefit of the community. Despite all these direct and indirect contributions, the business mentioned in the example still does not have social responsibility, since the help it provides responds to its own interests and the payment of taxes is a legal obligation.

¹⁰ <https://www.fundacionwiese.org/blog/es/responsabilidad-social-empresarial-emprendimiento/>

For corporate social responsibility to exist, in addition to seeking to make profits, it must also identify with values, ideas, etcetera that go beyond just making profits or benefiting its immediate environment (shareholders, workers), but also the community, society and/or the surrounding environment.

3.2.1 How can a business, in this case Zafiro Jewelry, include social responsibility?

Social responsibility can include positive actions for society and the environment.

For example:

- A vulnerable population or at risk of exclusion can be hired for jewelry making.
- A percentage of the profits can be donated to an organization.
- Materials of natural origin can be used, for example: coffee seeds.
- One of the responsibilities of the entrepreneur is to establish strategies to enhance the integral development of his employees, as follows (Sisneros, n.d.):¹¹
- Motivate and care for staff.
- Fair and timely salaries.
- Encourage gender equity.
- Encourage the development of people with disabilities.
- Compliance with legal standards

¹¹ <https://sites.google.com/site/portafolioeducativo1bgu/temario-tercer-parcial/la-responsabilidad-social-del-emprendimiento>

- Excellent working environment.
- Establish occupational health and safety measures.

3.3 Quality standards in tourism

We know that standards are important in each entrepreneur to achieve different goals, to be kind with the customer, also to create the handcraft pieces. But how we can have high qualities to be a successful entrepreneur? Thus, in this section, the law most conducive to supporting entrepreneurs is the Ley de Fomento Protección y Desarrollo para la Micro y Pequeña Empresa", in articles 5 and 6 of the first chapter. The guidelines that must be followed with the enterprises, as well as the support that can be provided in different ways, are made known. Therefore, the law mention that, (Comisión Nacional de la Micro y Pequeña Empresa, 2014)¹²

"TITLE II

INSTITUTIONAL FRAMEWORK

CHAPTER I

POLICIES AND GUIDELINES

Support for New Enterprises

Art. 5.- The Central Government and the Municipalities shall promote support for new enterprises and existing MSEs, encouraging private investment, and promoting

¹²<https://www.conamype.gob.sv/wp-content/uploads/2013/04/Ley-MYPE-web.pdf>

an offer of business services and financial services under conditions of gender equity. Aimed at improving the levels of an organization, administration, production, and productive and commercial articulation.

Guidelines:

Art. 6.- The actions of the State and the Municipalities in the promotion of MSEs shall be oriented by the following strategic guidelines:

a) Promote and develop programs and instruments that stimulate the creation, development, and competitiveness of MSEs in the short, medium, and long term; and that favor the economic, financial, social, and environmental sustainability of the actors involved.

b) Promote and facilitate the consolidation of business and productive fabrics through the articulation between sectors; at the municipal, departmental, national, and international levels, and relations between production units of different sizes, fostering the associativity of MSEs and their integration into production and distribution chains and lines of activity, with distinct advantages for the generation of employment and socioeconomic development.

c) Encourage the entrepreneurial and creative spirit of the population, supporting the creation of new enterprises; promoting private initiative and investment and free competition, and intervening in those activities in which it is necessary to complement the actions carried out by the private sector in support of MSEs.

d) Facilitating the effective participation of MSEs in government procurement.

e) Facilitating the participation of MSEs in government procurement; Facilitating the participation of MSEs in public

f) Actively promote and foster, under conditions of equity, the access of women entrepreneurs and businesswomen to the opportunities offered by programs for business promotion, formalization, and development, encouraging their access to productive resources, training, technical assistance, and the necessary financing to start up or strengthen their businesses.

g) See to it that the design of promotion and development instruments contemplates compliance with international regulations and commitments subscribed by the State and ratified by the Legislative Assembly."

Chapter IV:

Costing Plan for

Tourism Product

6.1 Business plan

Product name: **Zafiro Jewelry**

Vision

In five years to position us among the most recognized jewelry companies at a national level. To achieve a growing volume of sales and users of our products. Maintaining frequent contact with our customers to satisfy their needs through our designs.

Mission

We are an enterprising organization in the jewelry area, offering quality products and services, where we seek the satisfaction of our customers and collaborators, using technology as the main tool for the recognition of our products.

Values

- Quality
- Solidarity
- Responsibility
- Trust
- Teamwork
- Originality
- Competitiveness

6.2 Zafiro's Logo



Logo 1



Logo 2

The Zafiro Jewelry logos were created by a graphic designer. The colors and font are special because they were also created for this purpose.

6.3 Cost Table

| Raw materials | Elements: | Cost according to identification: | Cost according to market performance: |
|-----------------------------|----------------------------------|--|--|
| | Tweezers | Direct | Variable |
| | Thread | Indirect | Variable |
| | Beads | Indirect | Variable |
| | Boxes | Direct | Variable |
| | Brooches | Indirect | Variable |
| | Clips | Indirect | Variable |
| Manpower | wages | Direct | Variable |
| Other indirect costs | Depreciation of tools (tweezers) | Indirect | Variable |

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