

## **SUMMARY**

This project called "Feasibility study for the creation of a micro enterprise in the city of Urcuqui", was conducted to show that there is a real possibility to create successful businesses with simple ideas leveraging opportunities that the market gives before market niches remain undeveloped, however for this to work you must develop a technical form taking advantage in the first term the technical knowledge that the company puts at the disposal of the parties concerned and secondly developing a systematic process of study known as scientific method, the general idea of the project is to create a center of family reunion taking advantage of the natural conditions of the city of Urcuqui, to finance the main idea was proposed to create a space Market specifically dedicated to the child, this you must have with any type of clothing and items for children that are constantly renew to make the project attractive and try in some way impose some kind of entry barriers to new competitors, it is all based on that in the above-mentioned city there are no places exclusively focused on this market by what may be regarded as an innovative idea for the area, in addition to the above, the work feels give places of employment to stable partners that comply with the desired profile, however, the most important and considered as variable differentiator is that the products offered will be made with materials that are not harmful to human health such as Synthetic fabrics of poor quality or lead included in the painting of toys.