

ABSTRACT

The present grade project has been elaborated with the purpose of helping to the micro managers of the city of Ibarra to that you/they implement organizational programs and that it is imparted the different trainings for the appropriate handling accountant and of marketing, achieving the business so grows or they are developed in a more competitive way. The planning that should take for this changes of managerial benefit is a process of taking of decisions that it is carried out by the administrative address, to look for an adaptation to the environment in that each business is unwrapped making emphasis in the what an one to make (strategies), with the one that to achieve (objectives goals) and this way it takes advantage of the opportunities and to identify the possible threats.

The project is structured in six chapters: Diagnostic Situational, Theoretical Marco, I Study of Market, Technical Study, Economic Evaluation, Analysis of Impacts, Conclusions, Recommendations and Bibliography, it is also included the respective annexes. Through the diagnose carried out the strengths, threats, weaknesses and opportunities of the micro companies of the city of Ibarra are determined. Determining that it exists a bad address of the Marketing and the Accounting, harming the development managerial micro of this business. The used theoretical mark, it is framed of the following aspects: basic concepts of micro companies, Accounting, Consultancy among others that help to understand the thematic proposal better. The development of the market study details the current global situation of the micro companies of the city of Ibarra besides that the new behavior of the clients has been identified that you/they demand new options of products or services and improvements like: presentation of the product or service, format, covering amplification, promotions, product or increased service, etc.

In the economic evaluation you could analyze and to identify some important aspects as the opportunity cost, rediscount rate, besides evaluating to those parameters that diminish the economic risk of an investment with the VAN, TIR and the time of recovery of the investment, and lastly you makes the analysis of impacts that will have in the development of this project, which are: I impact Economic, Social, Managerial. Concluding the report with the formulation of conclusions and their respective recommendations