

ABSTRACT

The following is a summary of information obtained in this research, which gives an insight into the key aspects. For the Diagnosis lifting research methods, survey and interview techniques applied as research tools designed to collect and retrieve data were used. Secondary information was obtained from the National Institute of Statistics and Census INEC, who made feasible the information structure, defined as information made public. To design matrixes of information containing the opportunities and risks involved in the implementation of this project. In this way for the development of the project is logical and rational, support has enabled the scientific theoretical basis, the most important aspects that directly and indirectly tend to strengthen the research. To develop the Market Study the primary and secondary information has been tabulated, which allowed us to have a broad view of their behavior on the average bid and then to perform the respective analysis of the problems of current medicine, due to the disadvantages that arise in the current medicine natural development has been the need for the creation of a center for homeopathic medicine in the city of Ibarra, to diversify and combine the medical services offered in the city of Ibarra. For the implementation of the proposed project it has been made a study of the location, access roads, organizational structure, strategies which will govern the homeopathic medical center for operation. In addition, there has been an analysis of the investment, operating costs, organization and marketing. With everything said above, shows the feasibility for the implementation of the project, and the results of the impacts and the positive mean average, final result gotten from the implementation of this project, because in this way provides greater confidence for its execution.