

## **EXECUTIVE SUMMARY**

Cisneros is a micro fiber dedicated to the marketing of domestic and imported fabrics for garment formal dress. With the passage of time has been neglected aspect of small business advertising, for which he has lost the recognition and positioning it initially had.

Based on this and taking into account the great competition in the market for Ibarra in the area of textiles (fabrics), intends to undertake a strategic repositioning plan for this small business.

The objective of this project is to provide extensive information to owners of Textiles Cisneros on relevant aspects that reveal the behavior of the market and that by its results to know how the market works and above all their needs.

This report provides a strategic repositioning to improve the image of Textiles Cisneros, besides the optimization of resources needed for effective implementation of this project. Thus allowing to extend their products and services to the current market, and improve their corporate image and reposition.