Market strategies in two major companies in Mexico: Bachoco and Lala

Estrategias mercadológicas en dos grandes empresas de México: Bachoco y Lala

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Abstract

During 70 years of existence, two companies have been studied historically and economically, serve as examples for the business sector and the Mexican food industry, as other companies have had boom and declining stages, but today they are a example; have been observed in them the different administrative and market strategies, which they have used, is how the objective of this research work is to identify and analyze the different market strategies, specifically the Mix Marketing variables that Bachoco and Lala companies have used throughout their history. Bachoco who was born in 1949, (Ceruti, M.; Hernandez, M.C.; Marichal, C., 2010), considered the largest poultry producer in Mexico, the owners of the Robinson Bours family, this company is reviewed by authors such as Hernández, M.M. del C. & Vázquez, R.M.A. (2010), while Lala is another large company in northern Mexico, converted in the largest producer of fresh milk in the country, which was born in 1949, says Rivas, S.E. (2010). This research is descriptive in a qualitative type, since the results are not quantified, the documents generated by other investigations, considered as secondary sources and the documents of the same companies, are reviewed, as primary sources. The results present the variables found from Mix Marketing, product, price, square and promotion, for both companies. The findings are to show that the theory is applicable to practice, and because companies use an excellent combination of market variables, a mixture of variables, which have allowed them to operate in the market, to meet the objectives and goals of the marketing such as: giving end-consumer satisfaction, increasing demand and supply, having a brand value, among other business profits.

Resumen

Durante 70 años de existencia, dos empresas han sido estudiadas desde puntos de vista históricos y económicos, sirven de ejemplos para el sector empresarial y la industria alimentaria mexicana, como otras empresas han tenido etapas de auge y declive, pero hoy por hoy son un ejemplo; se han observado en ellas las diferentes estrategias tanto administrativas como mercadológicas, que han utilizado, es así como el objetivo de este trabajo de investigación consiste en identificar y analizar las diferentes estrategias mercadológicas, específicamente las variables del Mix Marketing que las empresas Bachoco y Lala han utilizado a lo largo de su historia. Bachoco que nació en 1949, (Ceruti, M.; Hernández, M. C.; Marichal, C., 2010), considerada la mayor productora avícola de México, los dueños la familia Robinson Bours, esta empresa es revisada por autores como Hernández, M.M. del C. & Vázquez, R.M.A. (2010), mientras que Lala es otra gran empresa del norte de México, convertida en la mayor productora de leche fresca del país, que nació en 1949, nos dice Rivas, S.E. (2010). La presente investigación es de tipo descriptiva con enfoque cualitativo, ya que no se cuantifican los resultados, se revisan los documentos generados por otras investigaciones, considerados como fuentes secundarias y los documentos de las mismas empresas, como fuentes primarias. En los resultados, se presentan las variables encontradas del Mix Marketing, el producto, precio, plaza y promoción, para ambas empresas. Las conclusiones son mostrar que la teoría es aplicable a la práctica, y como las empresas utilizan una excelente combinación de variables mercadológicas, mezcla de variables, que les han permitido operar en el mercado, para cumplir con los objetivos y las metas de la mercadotecnia como son: dar una satisfacción al consumidor final, aumentar la demanda y oferta, tener un valor de marca, entre otras ganancias empresariales.

Marketing Strategies, Bachoco, Lala

Estrategias Mercadológicas, Bachoco, Lala

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Introduction

With the experience in the review of different companies, regarding their economic activities, we found the relevance of knowing the strategies in question of marketing that Mexican companies have carried out, because they serve as an example to specifically perform the theoretical concepts, which They are put into practice, which serve not only as an example, but also provide extensive learning, because the objective of this research work is to identify and analyze the different marketing strategies, specifically the Mix Marketing variables that companies Bachoco and Lala have used throughout their history. Bachoco, born in 1949, (Ceruti, M .; Hernández, M. C .; Marichal, C., 2010), considered the largest poultry producer in Mexico, the owners of the Robinson Bours family, this company is reviewed by authors such as Hernández, M.M. del C. & Vázquez, R.M.A. (2010), in the annual report of the company, it is specified that it was until 1952, when they consider it as the year in which it was born in the State of Sonora, Mexico, and is officially constituted as Industrias Bachoco, S.A.B. de C.V., on April 17, 1980, with an indefinite duration. The Company is commercially known as Bachoco. (Bachoco, 2017). While Lala is another large company that also emerged in northern Mexico, which has become the largest producer of fresh milk in the country, Rivas, S.E. (2010).

Lala began operations in 1949, in La Laguna, when a group of farmers joined forces, in order to carry out the process of pasteurization and marketing of milk from milk producers in La Laguna, Grupo LALA, S.A.B. de C.V., was incorporated in Torreón, Coahuila, on November 1, 1984, under the name “Grupo Industrial Lala, S.A. of C.V. ”, in accordance with the Law of Commercial Companies, with a duration of 99 years. (Lala, 2018). In this quest to order and show their history, their economic development and business strategies and marketing strategies, since marketing is one of the most recent functions that companies replaced in their organizational charts, where they used the areas or departments within, possibly of administration management, such as sales.

Marketing or Marketing

When reviewing the Marketing concept, it is considered to use the Marketing and Marketing concept interchangeably; as a Marketing translation, the word Marketing. For authors such as Kotler (2018), AMA (2018), they use the term Marketing, while in Mexico Fischer (2017), Saldaña (1999), Saldaña & Cervantes (2000), they use Marketing.

Each author has his own definition mentioned Kotler and Keller (2006), cited by Bur (2014), Marketing is an integrative, proactive discipline, aimed at meeting the needs of target audiences. So the purpose of Marketing is to obtain mutual benefits, satisfaction of the needs of a target audience and benefits for the organization. Organizations seek to meet the needs of consumers by presenting a value proposition that is specified in an offer of goods or services. Consumers choose one of the different offers that organizations present based on the value they perceive. (p.47). While the American Marketing Association (1985), who provides one of the most precise definitions, defines Marketing as a set of processes to create, communicate and deliver value to customers and manage customer relationships, so that they benefit The organization and its shareholders. (AMA, 2019).

This is how the Marketing concept highlights the words satisfaction of needs, value, consumers or customers, companies or organizations, product, price, place, promotion. A fundamental concept is that of strategies, of which those that are mainly used in marketing is the so-called Mix Marketing or Marketing Mix, which is known as the 4 p's.

For Mercado (2008), market strategies are plans designed to select the various businesses in which a company could be. These strategies identify the markets that should be served and the line of products and services that should be generated based on an evaluation of the company's environment, resources and objectives. Within the marketing strategies, Mix Marketing is considered, which is known as Marketing Mix, as the set of the 4 p's, is the complete offer that the organization offers its consumers a product with its price, your place and your promotion.

Today it is a common practice in all types of organizations to raise their marketing efforts around 4 p's. Therefore, it is considered that marketing must achieve and maintain a marketing mix that provides the market with greater satisfaction than those offered by competitors. In addition, the financial results of an organization are based on how powerful its marketing mix is.. (Fischer & Espejo, 2017).

Background

E. Jerome Mc Carthy is acknowledged, having conceptualized it in his Basic Marketing: A Managerial Approach, it is also said that the term was used by Neil Borden, in an article called "The Concept of The Marketing Mix", which is published in The Journal of Advertising Research in 1984. There are those who consider that the 4 p's are insufficient for all businesses, so, in 1981, Dick Berry, developed his book "Industrial Marketing for Results" added the "s" Of services.

Product, Price, Place, Advertising and Sales Promotion

The product, is the first of the 4 p's, is the set of attributes and qualities, tangible, such as presentation, packaging, design, content, and intangibles, such as brand, image, service and added value, which the customer accepts To meet your needs and desires. Classification of products, according to Kotler, there are non-durable goods, which are those tangibles that are normally consumed in one or a few uses, the durable goods, are those tangible goods that normally survive many uses, and the services, which are activities, benefits or satisfactions offered for sale. Among the types of consumer goods, are the products of convenience, comparison, specialty, unwanted, seasonal, high and medium turnover, perishable. (Münch, Sandoval, Torres, & Ricalde, 2012).

Within the product, the 4 e's are known, which form it, the container, the packaging, the packaging and the label, which allow the product to be identified, since the consumer recognizes it by its container and packaging, being in the retail stores, perceives the brand and strengthens the well-known brand value, also comes close to reading the label, to recognize if the product meets the specifications and / or requirements you need.

The second p, is known as the Price, which is defined as the monetary value of a product or service. The determination of the price depends on the objectives of the organization and its position in the market, there are different types of price, geographical, unique, variable, introduction, penetration, line, status or prestige. While the basic criteria to determine the price are: economic, market, psychological, opportunity, selection or introduction, delivery, geographical, controlled, marginal analysis, skimming, list, base, factory, promotional, segmented, wholesale retail, seasonal, uniform. (Münch, Sandoval, Torres, & Ricalde, 2012).

The third p, called plaza, also known as distribution, becomes an aspect of logistics. The purpose of the distribution is to position the product in the most appropriate place and time for the product and / or service to be available. The selection of distribution points and channels depends on the resources, as well as the specific characteristics of the product and the target market towards which the marketing mix is directed. The square is the physical place where a product is offered. For this there is a whole plan to send the item from the place of manufacture to the place of consumption. Just in time is used for the logistics strategy, virtual warehouses, containers, clusters or clusters, distribution or logistics systems represent a basic element in marketing; The different types of distribution are: intensive, selective and physical. Another element of the distribution are the so-called distribution channels, they are the routes of the product from its origin or production to the final customer. (Münch, Sandoval, Torres, & Ricalde, 2012).

Four basic distribution channels are known, the zero channel, which is a direct channel because there are no intermediaries, channel one, has an intermediary, which is a retailer or retailer, channel two, has two intermediaries, a wholesaler and a Retailer, and Channel Three, has a sales agent, a wholesaler and a retailer. The intermediary, is that company or person, which contributes to the product distribution process.

Finally, the 4 p's, is called promotion, which is divided into advertising and sales promotion. There is also the concept of Mix promotes, which includes sales, advertising, packaging, sales promotion, public relations, merchandising and other elements of promotion support. Here advertising and sales promotion are defined only. It is observed in scheme 1.

Figure 1 Promotion

Source: own elaboration with data from (Fischer & Espejo, 2017)

Advertising comes from the Latin publicare, which means exhibiting in the public square available to anonymous passersby. Advertising is a persuasive and direct communication action that is produced and planned regularly and carried out through the media.

That is, advertising is any form of public and impersonal communication whose purpose is to influence perceptions in consumer behavior to induce the purchase decision, its objective is to influence, create and establish in the consumer's mind a permanent perception of The quality and benefits of the product.

There are an infinite number of types of advertising, to mention are the undifferentiated, associated, collective, commercial, demonstrative, expectations, exterior, general, graphic, free, printed, indirect, informative, institutional, brand, mechanistic, prestigious, private, subliminal, of product. (Münch, Sandoval, Torres, & Ricalde, 2012).

In advertising, the most used elements are, the design of a logo and slogan, which help to create a brand, with the idea of converting it into a registered brand, to create its brand value, this will be used in all advertising that be used It is observed in scheme 2.

Figure 2 Advertising

Source: own elaboration with data from (Fischer & Espejo, 2017)

Sales promotion is the activity of marketing that aims to stimulate the sale of a product personally and directly through a regular and planned process with mediated results and allows through prizes, demonstrations, exhibitions, etc., that the Consumer and seller get an immediate benefit of the product. There is a sales promotion for the consumer, it is about motivating the customers' desire to buy so that they acquire a product or service. Strategies for merchants and distributors. they are used to stimulate resellers to work and aggressively market a specific product. It is observed in scheme 3.

Figure 3 Sale promotion

Source: own elaboration with data from (Fischer & Espejo, 2017)

Problem Statement

It is not enough for the management of the company to know that its activities must be focused on the client, as it must also know what to do, and how to achieve this satisfaction. In this way, the company will present a main question: How to achieve customer satisfaction based on the resources and objectives of the company if the elements that constitute the marketing mix, the Mix Marketing or the p's ?. (Canedo & Barajas, 2004).

Likewise, a series of questions that arise in this regard must be answered: (Canedo & Barajas, 2004).

- Is the market known and which with the opportunities he presents for the company?
- Can you produce or offer the good or service that the market requires, do you have the capacity?
- What are the characteristics of the good or service that customers are looking for?

Having identified the needs of the market and knowing that these needs can occur, it is necessary to raise other questions:

- How will it be marketed in the market?
- What will be your design, your packaging, your label?
- Can you produce or offer at prices that potential customers are willing to pay and thus compete with the market?
- Do you have a projection of the product life cycle, do you have a new product development strategy?
- What is the most appropriate distribution for what is produced and offered?
- Should one or more of its own points of sale be opened or marketed through third parties?
- Do you have the physical, financial and logistical capacity to store, distribute, and market the products?
- How will you promote the product or service?
- Where are the potential customers?
- Can you reach them directly?
- Can mass media be used to publicize the product or service?
- How much will the acquisition of each client cost?

The answers to these questions help to establish clear, realistic and well defined strategies in each area of the organization in such a way that the marketing strategy, the finance strategy, the production strategy, among others. establish synergy and generate a competitive advantage in relation to other companies, as a common factor of various companies is that they do not operate with adequate plans for their markets. (Canedo & Barajas, 2004). The strategies are the foundation to carry out a correct direction and execution of the plans, goals and programs established to meet the objectives of the company and thus remain at the forefront and establish leadership in the sector where it is located the company as a result of correct decision making. Because a growing percentage of the business environment is based on a marketing scheme; Marketing strategy is extremely important to achieve the objectives. (Canedo & Barajas, 2004).

Overall objective

The objective of this research work is to identify and analyze the different marketing strategies, specifically the Mix Marketing variables that the Bachoco and Lala companies have used throughout their business history.

Methodology

The present investigation is descriptive with a qualitative approach, since the results are not quantified, the documents generated by other investigations, considered as secondary sources and the documents of the same companies, as primary sources are reviewed.

This research paper identifies and analyzes the elements that constitute the marketing mix, that is, the set of marketing variables controllable by the company (product, price, place, promotion), applying each of the 4 p's in the Bachoco companies and Lala, highlighting how the optimal combination of them establish an essential strategy that allows to achieve a competitive advantage to obtain a positioning of the company's products with respect to its potential competitors.

Results

Application of Mix Marketing to companies Grupo Bachoco S.A.B de C.V. and Grupo Lala S.A.B de C.V.

As mentioned in the research methodology used for this purpose, it is descriptive with a qualitative approach, since this research develops a representation or image of the phenomenon studied from its variables.

Therefore, it does not quantify results, circumscribing itself in the elements that integrate the marketing mix.

Although the elements of the marketing mix are linked, for didactic purposes each one is analyzed separately, sized according to the characteristics of the research. In the results, the variables found in Mix Marketing, the product, price, place and promotion for both companies are presented.

The conclusions are to show how the theory is applicable to practice, and how companies use an excellent combination of marketing variables, mix of variables, which have allowed them to operate in the market, to meet the objectives and goals of marketing as

They are: giving satisfaction to the final consumer, increasing demand and supply, having a brand value, among other business profits.

Strengths	Opportunities
S1. Its main strength has been its ability to adapt to consumer preferences and internal market trends. S2 It established a policy of using own resources as the main source of financing for its expansion. S3 Its high marketing percentage (53%) belongs to the fresh produce segment without any processing. S4 Its inputs are mainly based on cereals and pasta that represent 60% of its production costs. S5 The location of the industry with respect to the producing areas or the main circuits of international trade are decisive for the company to be competitive. S6 In 1992, they implemented an advanced control and management system that synchronized the operation of the complexes.	O1. He has been able to locate and establish his plants in strategic places, he has had the vision to take advantage of those places. O2 The domestic market has been his great opportunity. O3 In the 60s, chicken consumption grew, which came to represent 50% of meat products and 100% of egg products. O4 The increase in the minimum wage (in the 60s), allowed to increase the consumption of these products. O5. In the 90s. there was an internal restructuring of poultry farming, stimulated by the chicken meat industry. O6. Changes in the operational structure, in 1999, established the Enterprise Resource Planning (ERP) system, SAP R / 3, to simplify the management of the production chain and monitor the markets. O7. Strategic acquisitions.
WEAKNESSES	THREATS
W1 Its main inputs, cereals, oilseeds, breeding grounds, biochemicals, were imported. There were international prices, plus hospitalization costs. W2 Due to external factors, it has to endure in the 70s., A growing demand, lower production costs, excess supply, imbalance in prices and a government policy that would no longer support production, but to contain inflation it would be through price control, in products of the basic basket.	T1 In the beginning the company suffered a saturation of the Sonoran poultry market of final products. T2 In 1963, the company faced with the difficulties of growing in the State of Sonora moved to the state of Sinaloa, but the government decrees a 10% tax on egg introductions from other productive regions of the country. T3 Transnational companies are their main competitors. T4 During the period 1994 to 2004, export earnings remained marginalized. T5 Between 1996 and 2004, pig meat had experienced greater consumption, due to the increase in imports in the national supply.

Table 1 Strengths, Opportunities, Weaknesses and Threats (SWOT) for Grupo Bachoco, S.A.B de C.V.
Source: own elaboration with data from (Ceruti, M.; Hernández, M. C.; Marichal, C., 2010)

Product	<p>If it was a backyard activity of the rural economy, it became an agro-industrial complex where proteins of vegetable origin (cereals and oilseeds) are transformed into animal protein (egg, turkey and chicken), through intense biotechnological development.</p> <p>Nuestros Productos</p> <div><div><div>84%</div><div>De las ventas</div><div>POLO</div><div><p>– La producción y comercialización de pollo es la principal línea de negocio de BACHOCO.</p><p>– BACHOCO produce y comercializa toda la gama de productos de pollo; desde pollo vivo a productos de valor agregado.</p></div></div><div><div>6%</div><div>De las ventas</div><div>HUEVO</div><div><p>– La Compañía produce y comercializa huevo blanco y huevo café.</p><p>– El 70% de las ventas de huevo de BACHOCO se realizan con identificación de marca y el restante 30% se comercializa a granel.</p></div></div><div><div>5%</div><div>De las ventas</div><div>ALIMENTO</div><div><p>– BACHOCO vende alimento balanceado bajo la marca CAMPL.</p><p>– Incluyen una amplia gama de productos; ganado, avicultura, cerdos, peces y mascotas, entre otros productos.</p></div></div><div><div>5%</div><div>De las ventas</div><div>OTROS</div><div><p>– BACHOCO produce y vende cerdos vivos.</p><p>– Comercializa productos de valor agregado de pavo y res, como; medallones, nuggets, carne molida de pavo, hamburguesa, entre otros.</p></div></div></div> <p>Packaging, packaging</p> <div> </div> <tr><td>Price</td><td><p>Example of some products and their price:</p><table><tr><th>PRODUCTO</th><th>PRECIO</th></tr><tr><td>HUEVO BLANCO CON 12 PIEZAS</td><td>\$26.90</td></tr><tr><td>HUEVO BLANCO CON 18 PIEZAS</td><td>\$39.50</td></tr><tr><td>HUEVO BLANCO JUMBO CON 20 PIEZAS</td><td>\$47.90</td></tr><tr><td>HUEVO BLANCO CON 30 PIEZAS</td><td>\$59.90</td></tr><tr><td>MUSLO DE POLLO CON HUESO LIGHT 1 KILOGRAM</td><td>\$72.90</td></tr><tr><td>POLLO ENTERO 1 KILOGRAM</td><td>\$46.90</td></tr><tr><td>PIERNITA BATE DE POLLO LIGH 1 KILOGRAMO</td><td>\$68.90</td></tr><tr><td>FILETE DE MUSLO LIGHT 1 KILOGRAMO</td><td>\$99.90</td></tr><tr><td>PIERNITA BATE DE POLLO 1 KILOGRAMO</td><td>\$64.90</td></tr><tr><td>PIERNA Y MUSLO DE POLLO 1 KILOGRAMO</td><td>\$46.90</td></tr></table></td></tr>	Price	<p>Example of some products and their price:</p> <table><tr><th>PRODUCTO</th><th>PRECIO</th></tr><tr><td>HUEVO BLANCO CON 12 PIEZAS</td><td>\$26.90</td></tr><tr><td>HUEVO BLANCO CON 18 PIEZAS</td><td>\$39.50</td></tr><tr><td>HUEVO BLANCO JUMBO CON 20 PIEZAS</td><td>\$47.90</td></tr><tr><td>HUEVO BLANCO CON 30 PIEZAS</td><td>\$59.90</td></tr><tr><td>MUSLO DE POLLO CON HUESO LIGHT 1 KILOGRAM</td><td>\$72.90</td></tr><tr><td>POLLO ENTERO 1 KILOGRAM</td><td>\$46.90</td></tr><tr><td>PIERNITA BATE DE POLLO LIGH 1 KILOGRAMO</td><td>\$68.90</td></tr><tr><td>FILETE DE MUSLO LIGHT 1 KILOGRAMO</td><td>\$99.90</td></tr><tr><td>PIERNITA BATE DE POLLO 1 KILOGRAMO</td><td>\$64.90</td></tr><tr><td>PIERNA Y MUSLO DE POLLO 1 KILOGRAMO</td><td>\$46.90</td></tr></table>	PRODUCTO	PRECIO	HUEVO BLANCO CON 12 PIEZAS	\$26.90	HUEVO BLANCO CON 18 PIEZAS	\$39.50	HUEVO BLANCO JUMBO CON 20 PIEZAS	\$47.90	HUEVO BLANCO CON 30 PIEZAS	\$59.90	MUSLO DE POLLO CON HUESO LIGHT 1 KILOGRAM	\$72.90	POLLO ENTERO 1 KILOGRAM	\$46.90	PIERNITA BATE DE POLLO LIGH 1 KILOGRAMO	\$68.90	FILETE DE MUSLO LIGHT 1 KILOGRAMO	\$99.90	PIERNITA BATE DE POLLO 1 KILOGRAMO	\$64.90	PIERNA Y MUSLO DE POLLO 1 KILOGRAMO	\$46.90
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Square	<p>In 1963, he decided to establish his first plant in the City of Los Mochis, in the State of Sinaloa. On July 14, 1969, the Avícola Tepeyac company formally transformed into Bachoco, incorporated five farms in the region to produce plate egg.</p> <p>Incorporates through strategic acquisitions, farms, plants and in general companies related to the poultry and livestock industry located in phases of the production chain and in relevant regions within the framework of the company's expansion and consolidation plans. In 1973, the company Poultry Development of the Pacific was founded, through the purchase of an incubator company from Grupo Zaragoza, which distributed one-day chicken, Bachoco achieved its expansion to the City of Mazatlan and managed to reach the State of Chihuahua.</p> <p>On August 31, 1973, he managed to acquire 17 companies from the States of Sonora and Sinaloa. In 1974, he established himself in the City of Celaya, in the State of Guanajuato, managing to supply the demand of Mexico City. In 1986, it started the operation of the poultry processing plant in Celaya, Guanajuato. In 1987, it acquired a balanced feed plant, which is already in operation, in the State of San Luis Potosí. In 1993, he acquired a poultry complex in Tecamachalco, Puebla. He also acquired a set of chicken farms in the State of Jalisco.</p> <p>By the end of the 90s, the company had formed five Western complexes, based in Lagos de Moreno, Jalisco; Peninsula in Merida, Yucatan; Southeast in Tecamachalco, Puebla, Isthmus in Coatzacoalcos, Veracruz; North in Gomez Palacio, Durango.</p> <p>Bachoco's presence was reinforced in all major self-service chains in the country.</p> <div><p>Centros Productivos</p><div> </div></div> <p>Marketing Channels in Mexico:</p> <p>Bachoco participates in all distribution channels of live chicken, processed chicken and value-added products. He has developed an extensive distribution and cold network. Participate in all distribution channels of the poultry industry.</p> <p>The distribution network starts from the process plants to the Company's sales centers, it is here that wholesale, self-service, retail and institutional chains are served. In some cases it is distributed directly to customers from their process plants.</p> <p>The Company has 63 sales and distribution centers in Mexico and a distribution center in the United States, complemented by an important transport fleet, mostly owned by the Company.</p> <p>Bachoco participates in all chicken marketing channels in Mexico: Chicken Live. It is sold live, mainly to wholesale customers, this product is distributed through a route system in the southeast of the country. This product is closely linked to the purchasing power of the population, if income increases, the Company estimates that the percentage of product sold through this channel will be lower than the current one.</p> <p>Public market. This product is sold whole, without eviscerating and is marketed within a maximum of 48 hours after its sacrifice. It is sold throughout the country, especially in the center of the country. This product is sold to the consumer without packaging or brand identification, but the Bachoco distribution system constitutes a competitive advantage.</p>
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	<p>Roasted chicken Supermarket. Chicken in pieces. Products with added value. Live chicken Wholesaler. Institutional. Detail.</p> <p>Marketing Channels in the United States. Bachoco has operations in the River Valley area in Arkansas and Oklahoma. While exports are made to various countries in Asia, Russia and Mexico, distribution is mainly through third parties.</p> <p>Marketing of egg products in Mexico. Bachoco produces and markets white egg and brown egg, which are sold in bulk and packaged with brand identification. The brown egg is normally marketed with a value higher than the white egg. Bachoco's egg market strategy is to market packaged egg with brand identification, this represents a lower price fluctuation and creates some loyalty towards the brand.</p> <p>Bachoco has designed an efficient distribution system for its egg business line and bring this product from its farms to its customers in all sales regions. In Mexico the main marketing for these products are: - Wholesalers. Institutional. Supermarket. Detail. Bulk egg. Packed egg. Industrialized Egg</p> <p>Marketing of Balanced Food Products</p> <p>Balanced food producers are classified as: commercial and integrated, commercial producers as their name implies produce food for sale to third parties, and integrated producers produce balanced food for self-consumption and in some cases (such as Bachoco) also produce food for sale To thirds.</p>
Promotion	<p>In 1986, it started the operation of the poultry processing plant in Celaya, Guanajuato, accompanied by its first major advertising campaign with the aim of promoting its brand among the process chicken consumers. In 2002, the marketing scheme was restructured to ensure specialization in each of the segments of the poultry market. Bachoco intends to continue promoting brand differentiation. The Bachoco brand is widely recognized by the consumer. Likewise, the O.K. It enjoys recognition and preference in the United States.</p> <p>Logo, slogan brand.</p> <div> </div> <p>Bachoco-Campi brands</p> <div> </div> <p>Main Advertising campaign: Collection of 24 advertisements of Bachoco advertising, designed by TERAN / TBWA using advertising rhetorical figures. TERAN / TBWA has achieved what very few agencies maintain a current campaign for more than 25 years; Bachoco advertising is undoubtedly one of the best and funniest in Mexico.</p> <p>Their announcements of eggs and chickens, with brilliant sets of rhetorical figures and jocular copies that are unmistakable, which represents a titanic work for a commodity; a task that began in 1984 with outdoors only. Today, 25 years later, Bachoco has 83% of the Top of Mind, 94% of Share of Mind and 99% of Brand Awareness.</p>

	<div> </div> <p>Sales promotion strategies for the consumer</p> <p>Bachoco launches the campaign "Buy with the Head, Combine with the Heart", with which it seeks to raise awareness among consumers about the value of the quality and freshness of brand chicken meat vs. The generic chicken meat. This campaign has been in effect since May and is disseminated in different media such as radio, magazines, parabuses, fences, subway, suburban train, metrobús, Bachoco transport equipment and - for the first time - digital media such as YouTube, which will serve as a platform so that customers know more about the products of the poultry company. Gastronomic Contest: Elaboration of Value Added Cymbals based on Chicken.</p> <p>Sales promotion strategy for the seller, merchant</p> <div> </div>
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Table 2 El Mix Marketing de Grupo Bachoco, S.A.B de C.V.
Source: Own elaboration with data from (Ceruti, M .; Hernández, M. C .; Marichal, C., 2010). Imágenes de https://corporativo.bachoco.com.mx/wp-content/uploads/2016/11/Presentaci%C3%B3n-Corporativa-Web_2-3T16-E.pdf.
Bachoco, Annual Report, several years

Strengt	Opportunities
S1. High technology in production. S2 Innovation of new products. S3 Own resources before the contraction of financial resources. S4 Renewal in the technological infrastructure. S5 Technological update	O1. Scientific advances in the field of chemistry. O2 Expand productivity. O3 Impact on the transport sector. O4 Creation of new products. O5 Market positioning.
Weaknesses	Threats
W1 Price increase W2 Market competition W3 Absorption of brands and competing companies. W4 Perishable product. W5 Dependence on suppliers.	T1 Rival regions for their productivity. T2 Elevation of production costs. T3 Lack of publicity T4 Crisis in the world economy. T5 Unstable relationships with the industry.

Table 3 Strengths, Opportunities, Weaknesses and Threats (SWOT) for Grupo Lala, S.A.B de C.V.
Source: own elaboration with data from Lala company reports, several years.

Product	<div> <p>Introducción de nuevos sabores y nuevos LPI para la elaboración de productos de larga duración.</p><p>Renovación de imagen y estrategia comercial. Manufactura de envases de plástico.</p><p>Adaptación de tecnologías y marcas regionales. Expendio a Comunidades y desarrollo de nuevas categorías.</p><p>Expendio de publicidad y marcas para consolidar liderazgo. Creación del Centro de Investigación y Desarrollo.</p></div> <p>They specialize in the production, innovation, marketing and distribution of dairy products and their derivatives; always looking to contribute to the welfare of its consumers with products of the highest quality and best price.</p> <p>Product catalog</p> <div> </div>
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	<div> <p>Packaging, packaging</p> <p>They are made from LPDE, are manufactured by a mold blowing operation and are recycled.</p><p>Label elements</p> </div>								
Price	<p>Some examples of prices</p> <table><tr><td>PRODUCTO</td><td>LECHE LALA ENTERA</td><td>YOGURTH LALA</td><td>LECHE LALA SABOR CHOCOLATE</td></tr><tr><td>PRECIO</td><td>\$13.00</td><td>\$9.50</td><td>\$18.00</td></tr></table>	PRODUCTO	LECHE LALA ENTERA	YOGURTH LALA	LECHE LALA SABOR CHOCOLATE	PRECIO	\$13.00	\$9.50	\$18.00
PRODUCTO	LECHE LALA ENTERA	YOGURTH LALA	LECHE LALA SABOR CHOCOLATE						
PRECIO	\$13.00	\$9.50	\$18.00						
Square	<p>Grupo Lala, is a company that is positioned in all department stores in Mexico, United States.</p>								

<p>Promotion</p>	<p>Lala is a company focused on offering quality and nutrition in its products, thus providing a balanced and healthy alternative to Mexican families; With rich and healthy products.</p> <p>If you want to know more about everything that the Lala Group offers and its latest releases, just periodically review the online catalog of Lala and keep up to date with all its news and promotions.</p> <p>You can also follow them on their social networks such as Facebook, Twitter and Instagram, so you will be the first to know the incredible offers and promotions that Lala is always launching to meet the needs of her most loyal followers.</p> <p>Logo history</p>
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	<p>Estrategias de promoción de ventas para el distribuidor</p>
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Table 4 The Mix Marketing of Grupo Lala, S.A.B de C.V.
 Source: own elaboration with data from Lala company reports, several years. (Ceruti, M.; Hernández, M. C.; Marichal, C., 2010).

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