

**“Technological proposal for the company Semillas y granos del yaqui”**

**Subject:** Information Technology for business

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Use this format:

**Table of contents**

● Use the topics of the Structure of the Strategic Planning document

● Use the numbering “Multilevel Scheme” (1. 1.1 1.1.1 etc.)

● Use Arabic numerals for pagination

● Use tabs aligned to the right filled with dots, example:

Introduction…………………………………………………….5

**Ciudad Obregón Son. April 18 of 2021**

**1.- Introduction**

Semillas y Granos del Yaqui is a company dedicated to the sale of grain seeds, such as: Alfalfa, sorghum, oats, rye, corn and rice. This company has three branches in southern Sonora, the main company is located in Ciudad Obregón, the other branch in Navojoa and the most recent in Huatabampo. Semillas y Ganos del Yaqui, began operations at the service of the agricultural industry in 2007, serving all kinds of companies related to it, such as: industrializing companies (human consumption), self-service stores, poultry, pig farming, forage, cattle fattening and exporters.

The main customers of the company are a variety of agricultures who possess rich lands where they grow different types of plants, legumes, and cereals on every corner of Sonora. Also they are the first company to successfully export their products to every continent, becoming so popular that they became the ones who sell the biggest packages of rice to all of Asia.

The company provides a variety of consulting services, all designed to help companies reach their potential. The business focus is to offer supply chain, risk management and financial solutions for the different needs of the clients in the industries of human consumption and livestock production (poultry, forage, cattle fattening, pig farming and Balanced Food among the main ones).

Part of the success of the company relies on the sector that is in, Sonora is a state with a lot of opportunities in this kind of business, being agriculture the main activity on yaqui lands, semillas y granos del yaqui figured the “formula” to become the number supplier of products with the best quality not only in this country but also the world. Another company that could compete with S. y G. d. Y. its Legumbres y Habichuelas San Pancho, located in San Pancho Mexico, currently ranked number 2 in the industry.

You did NOT include the objective of the company

If the case does not contain it, it must be determined.

**1.1 SWOT Analysis**

**Strengths:**

-Leading agricultural company

-World largest agricultural company

-Market reach

-Reputed brand

-Quality products

**Weaknesses:**

-Lacking innovation

-Focus on one market

-Lack of technology

**Opportunities:**

-Use of technology for business.

-Potential to grow

**Threats:**

**-**Criticisms

- Competition in the sector

-Changing preferences of consumers

Economic situation of the region and the country

You did not include the following point:

Regional context, you must research for information about the commercial area of the business you are working with.

They must carry out an investigation on the economic context of the region and the country in the branch of business that the company is in.

They should look for statistics to support that analysis.

**2.- Strategic profile of the company.**

**2.1-Statement of mission and vision.**

**Mission:** Integrate companies that contribute to generating value for our clients, partners and employees in the human sector, self-service stores, poultry, swine, forage, cattle fattening and exporters, thus achieving the excellence of our products and services; attending to their requirements with alliances, fostering unity, together with the commitment to provide innovation and security for the benefit of the partners, being socially responsible companies.

**Vision:**To be a leading group in the provision of comprehensive services, which allows them to develop their activity in the best competitive environment covering their commercialization throughout the state then provide their service to the rest of the country with the commitment to be socially responsible and respect the environment.

**Strategic lines**

Strategy I:

with the help of technology it will be possible to manage sales in a

Strategy II:

The second strategy is customer service, with the help of technology they would contact by phone, email to resolve any questions or problems that will arise, since customer service is very important and make the customer feel confident about what you are buying and of very good quality.

Stragtegy III:

The third strategy is that thanks to the proposed web system, it is possible to make key decisions within the company and check sales, registrations and cancellations at all times in real time and be able to act in any situation that may arise.

**Investigate what business strategies are**

**Look for examples of strategies and build on them.**