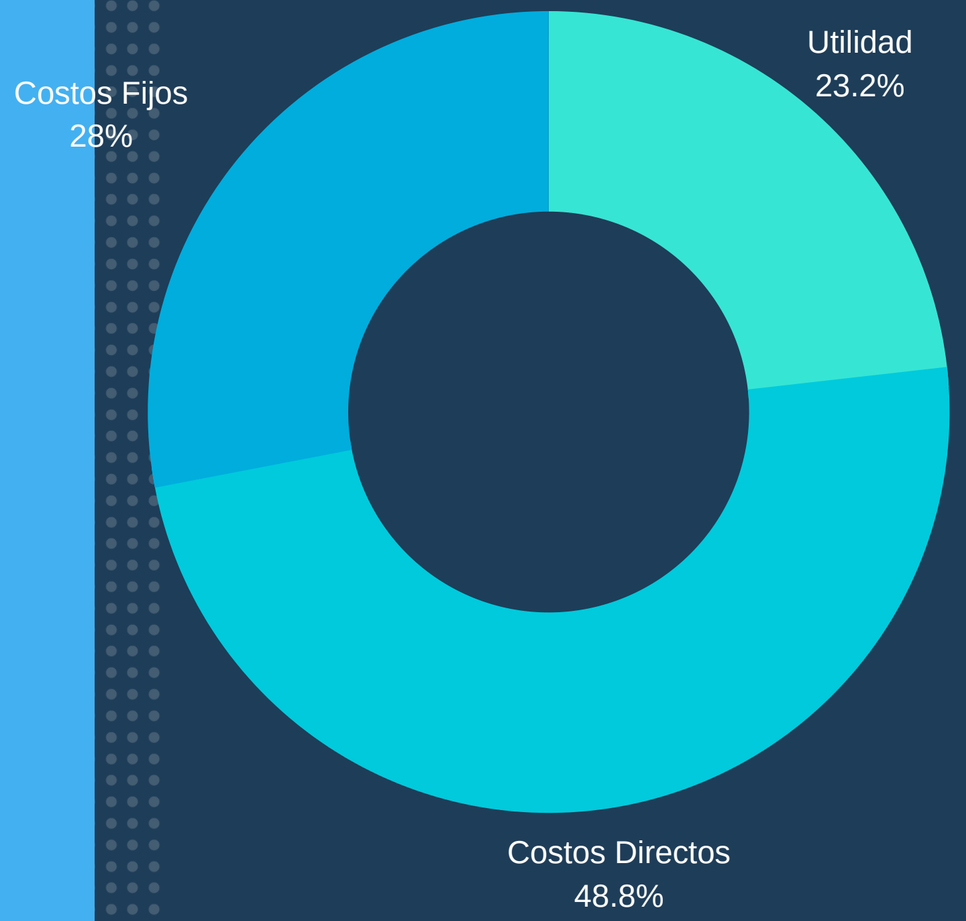
ANALISIS EMPRESA ELECTRICA

ANALISIS

1. Situacion actual
2. Informacion visitas
3. Efectividad
4. Estrategias

1. SITUACION ACTUAL

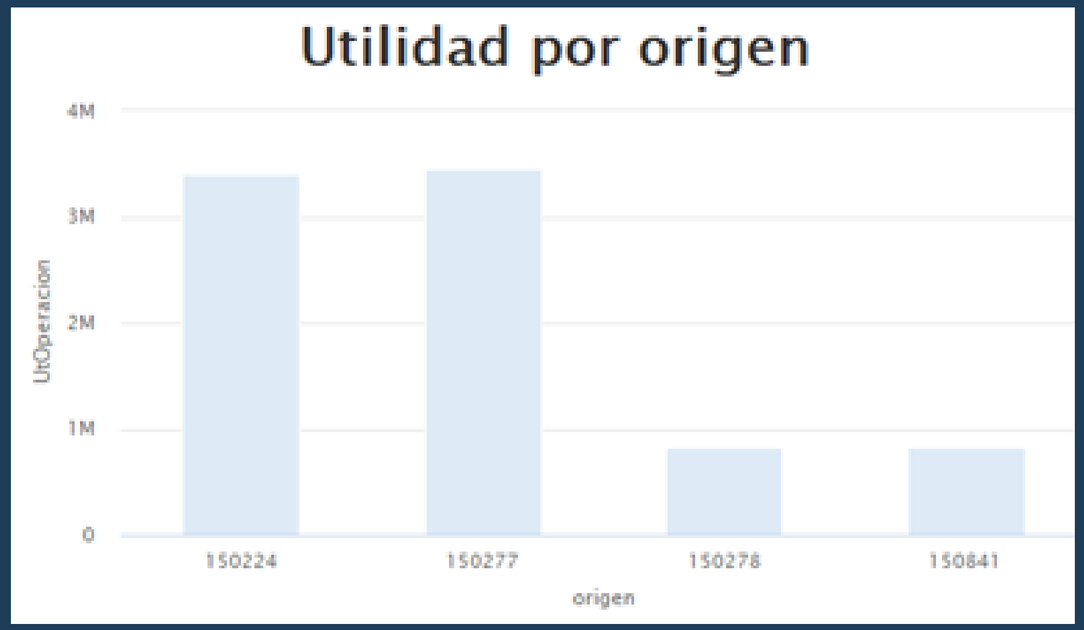


INGRESOS:
Q 36,688,096

COSTOS DIRECTOS:
Q 17,893,607

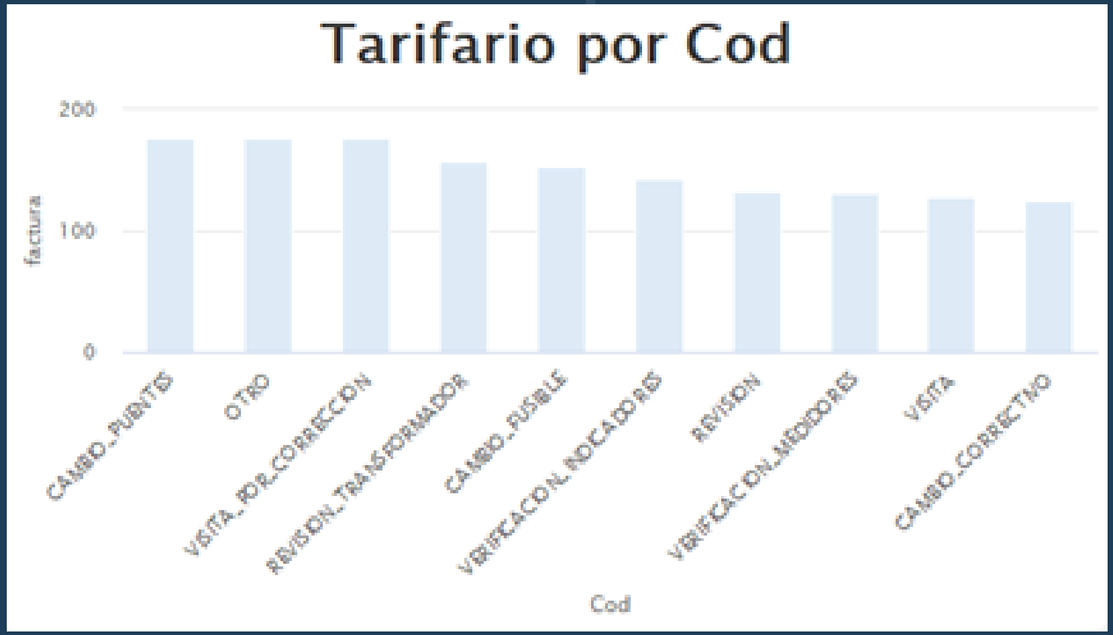
COSTOS FIJOS:
Q 10,280,412

UTILIDAD OPERATIVA:
Q 8,514,077



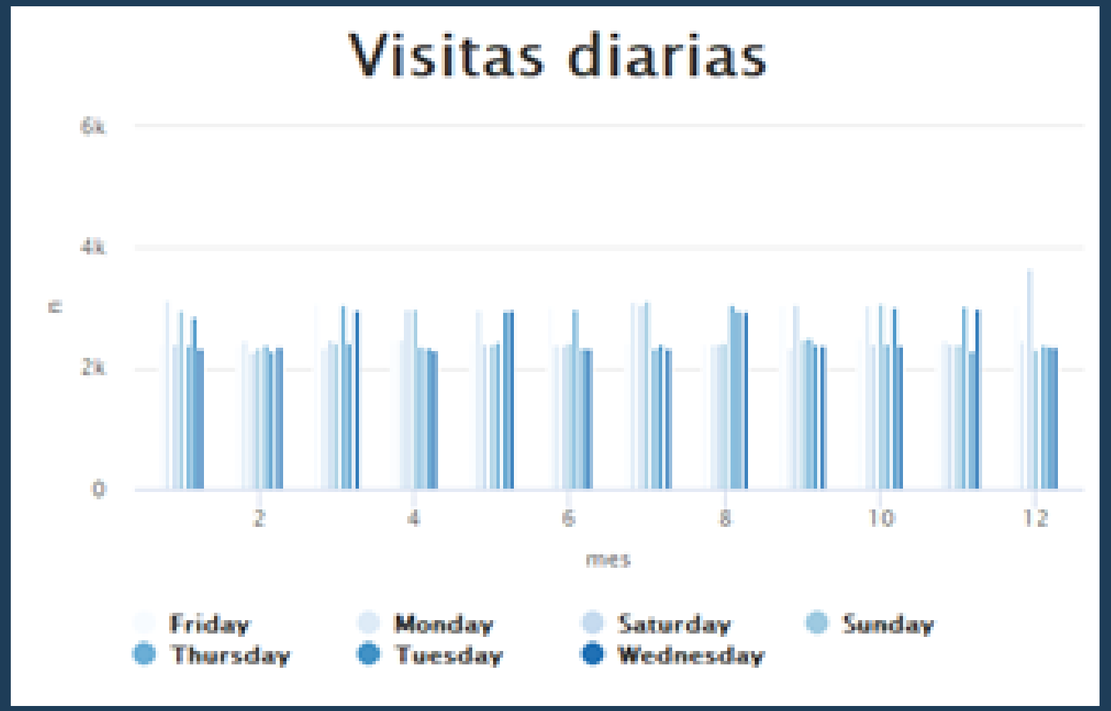
UTILIDAD OPERATIVA

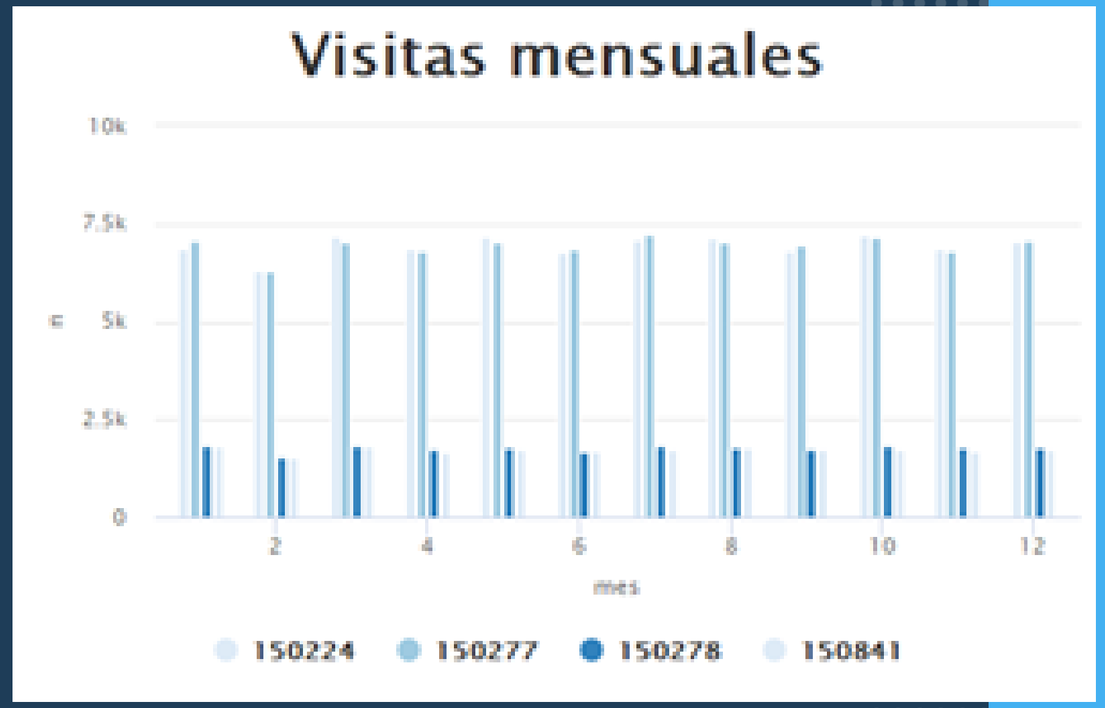
2. INFORMACION VISITAS



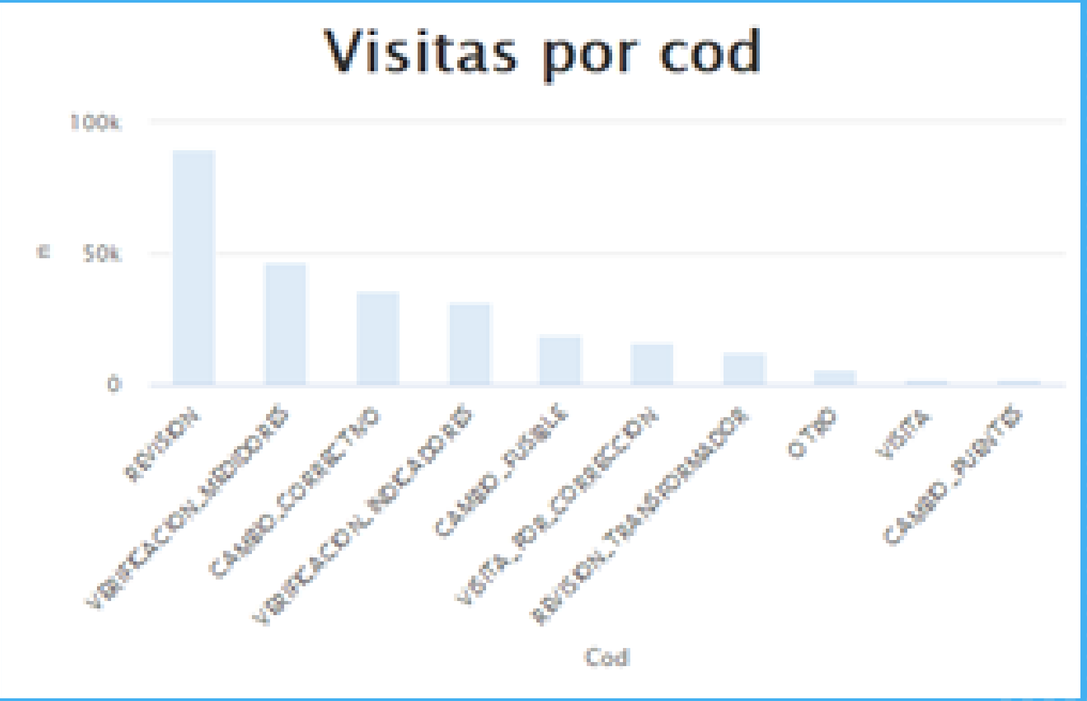
RUTAS Y VISITAS

Temporalidad Guatemala



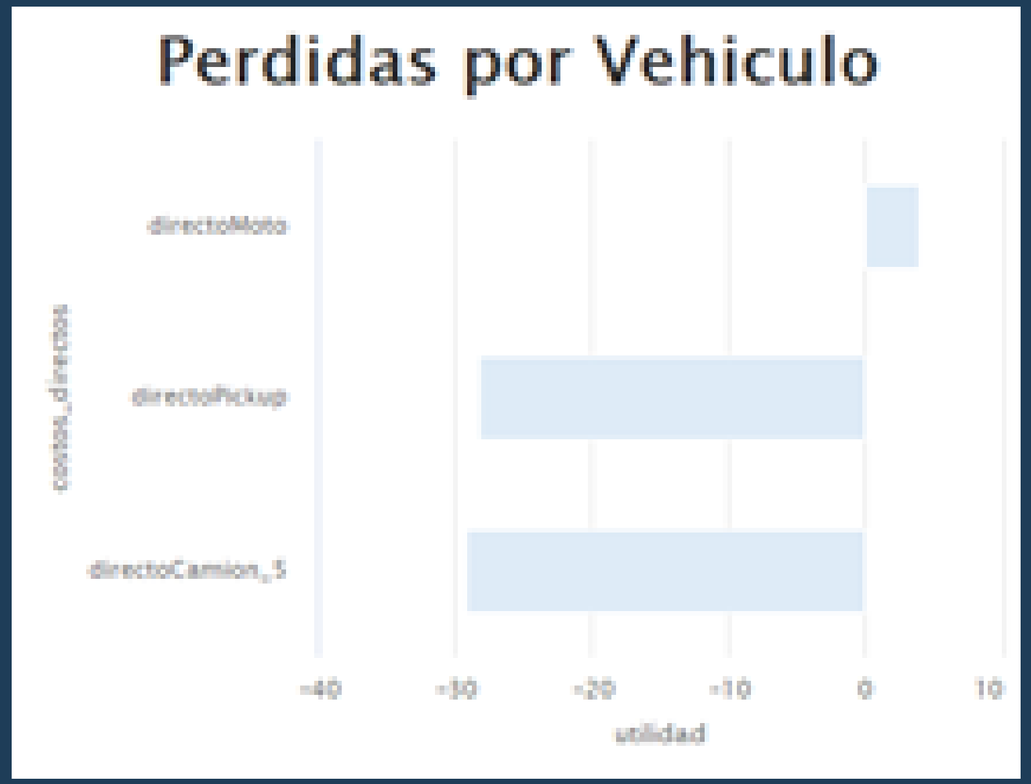


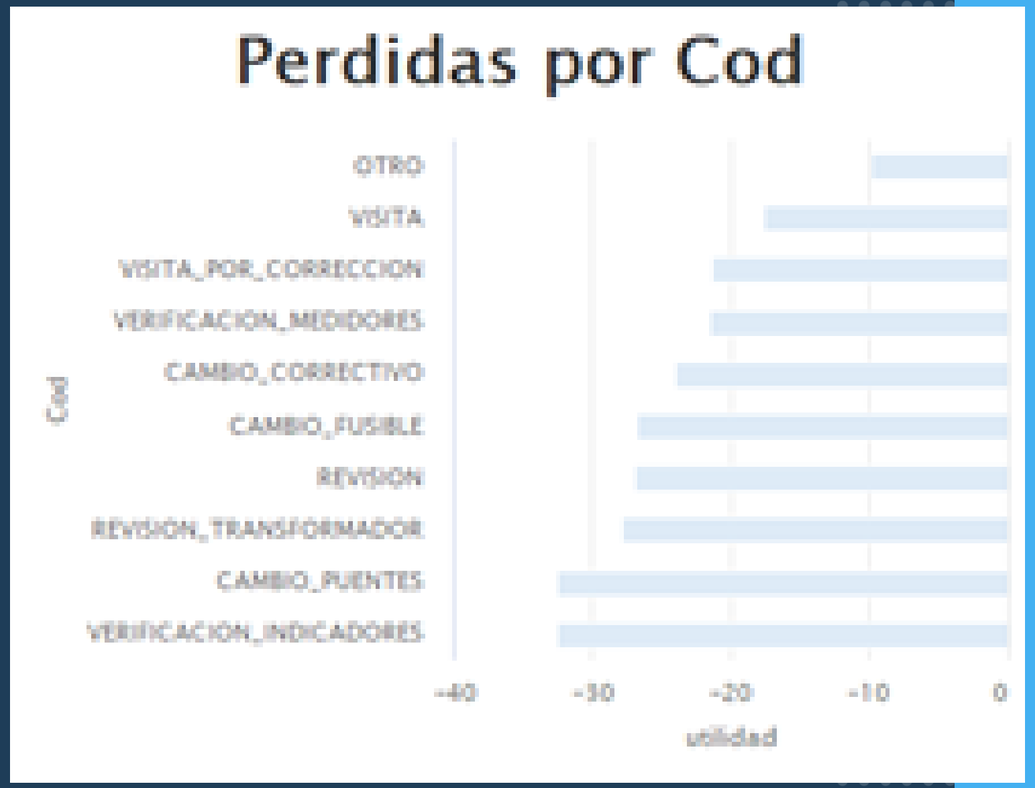
EFECTIVIDAD VISITAS



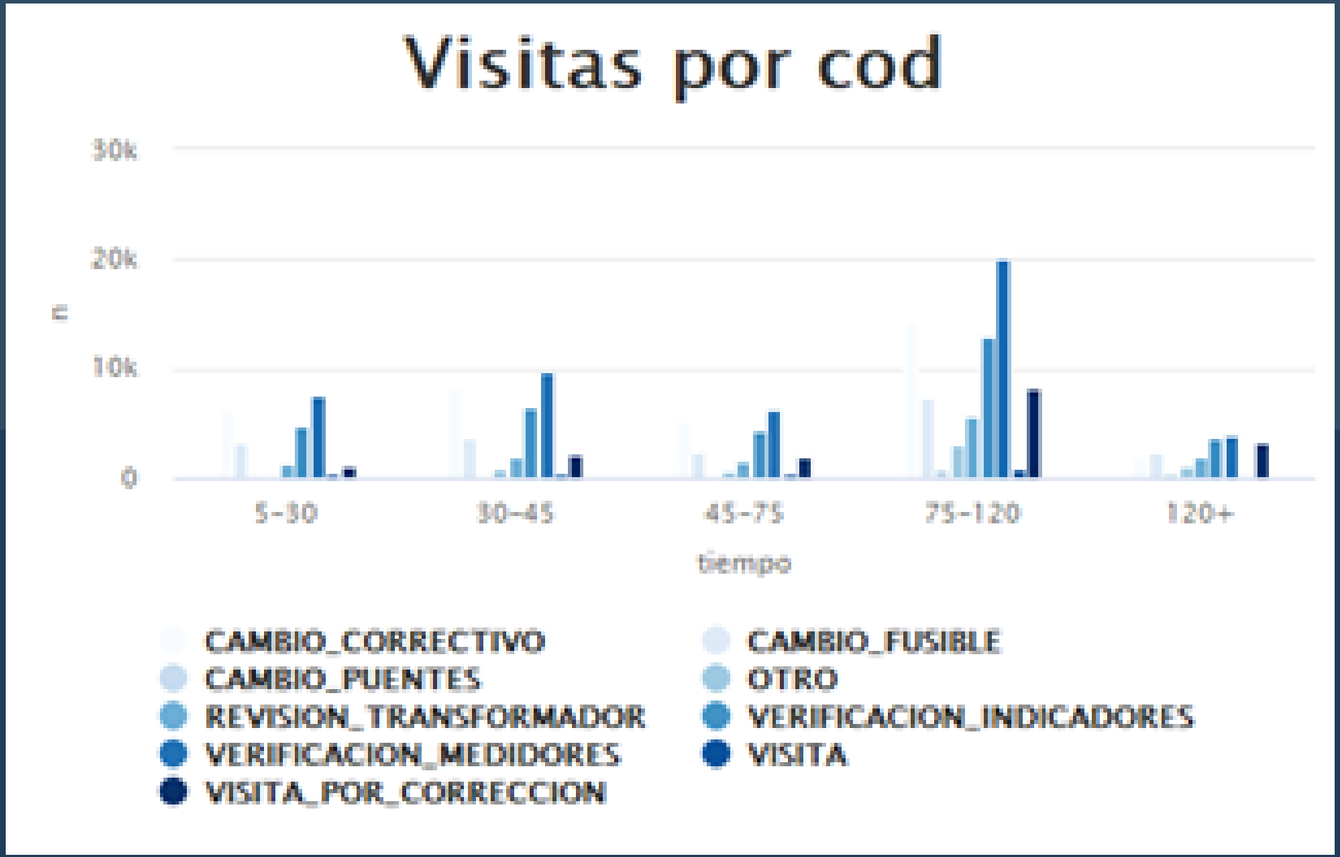
PERDIDAS

Segun costo fijo promedio





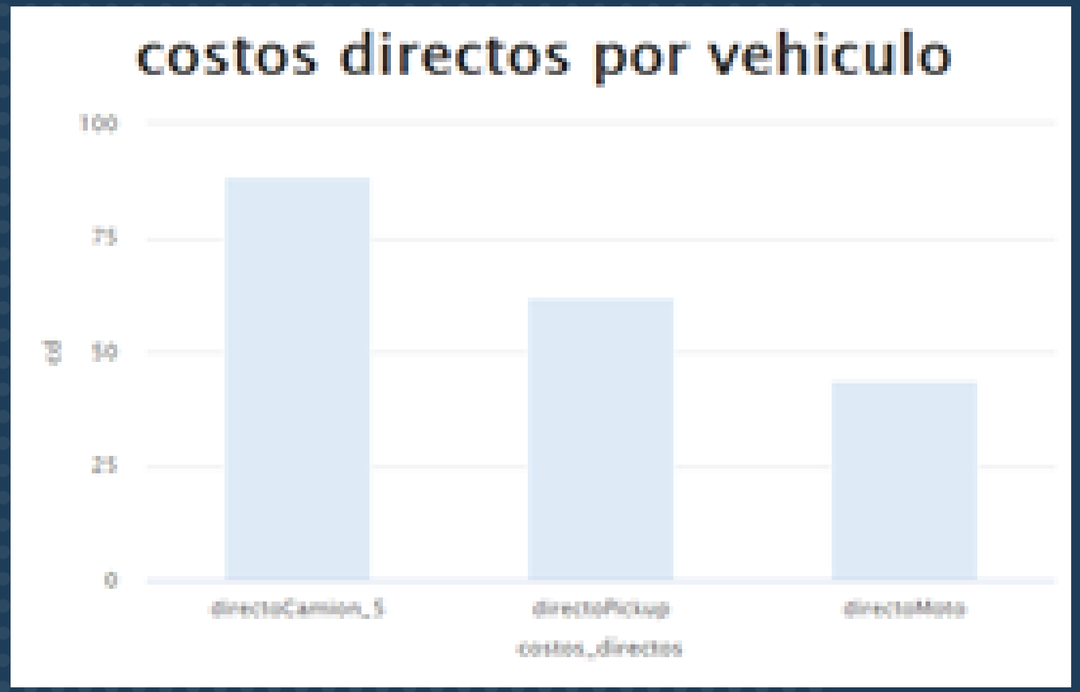
3. ESTRATEGIAS

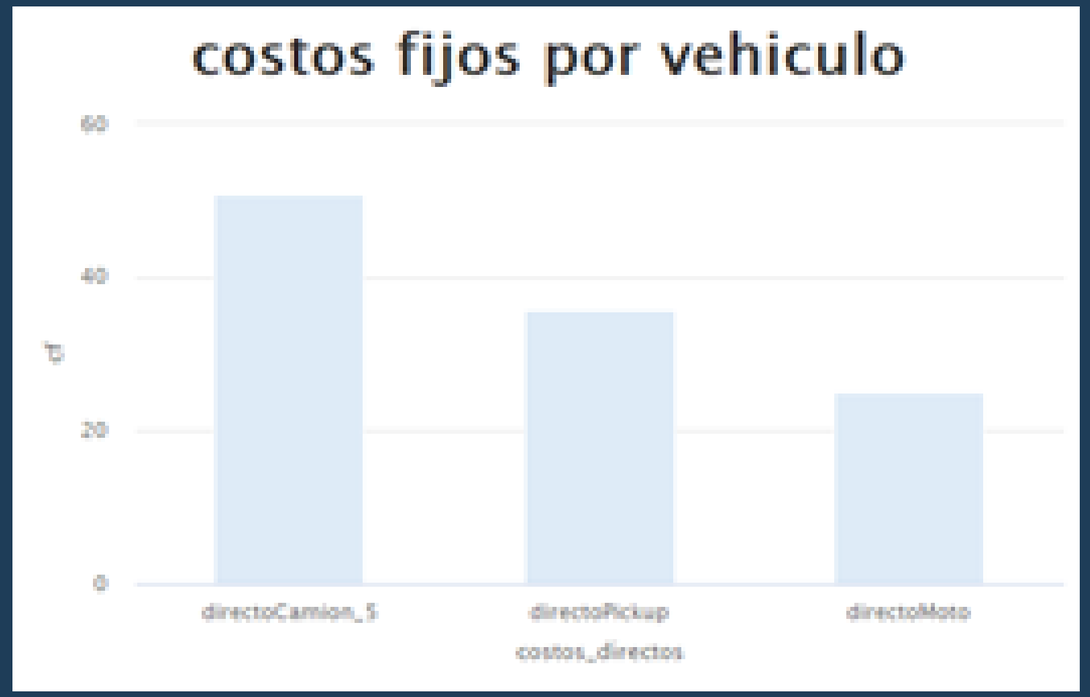


Vehiculos

Origenes

COSTOS


costos directos por vehiculo
100
75
50
25
0
directoCamion_5
directoPickup
directoMoto
costos_directos


costos fijos por vehiculo
60
40
20
0
directoCamion_5
directoPickup
directoMoto
costos_directos

CONCLUSIONES

1. VEHICULOS
2. CENTROS
3. TIEMPOS