The Value Of Intellectual Material In The Competitiveness Of Footwear Production Companies

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Abstract

In recent years, the difficulties that developing countries are going through have become visible, some of these being low purchasing power and high unemployment rates, in this case we will take Colombia as a study, specifically the city of Cúcuta, Norte de Santander, since it has especially presented an alarming concern with its low unemployment rate, however, the footwear sectors of the city have established themselves as an active role in generating jobs and a joint development of sectors linked in the region. For this reason, this article is prepared to know how the value of intellectual material in the competitiveness of footwear production companies in Cúcuta increases productivity and generates high demand in the market, where knowledge has currently become a of the main advantages that companies and organizations have for their growth in the world of work. All this because organizations have been forced to implement elements, factors and capabilities to create a competitive strategy that helps improve and transform products and processes in order to improve their competitive level, and face challenges that involve the globalization of the markets.

Keywords : Competitiveness, growth, cost, quality, idea

Introduction

the Rights from property intellectual and industrial, Market Stall what these are necessary for create advantage competitive what help in the developing Y increase labor, this will allow what the companies have a name that characterizes them and that legally recognized. It is necessary to highlight that this article is based on a study on the footwear What a from the sources main from employment, for this is it will take in bill his characterization, commercialization and innovation for identify influencing factors, whether they are positive either negative, among which is the production and the documentation percentage from the making, for example, is possible Take in bill what, front a others products, the reference in the region are the shoes of woman, Already what the themselves I know produce a level national and they are exported to
different countries, we can do this. Take it as a positive characteristic of your market. In addition, it is appropriate to mention that the Association colombian from Footwear, Leather Y Manufacture is responsible from to support, to empower Y guide the entrepreneurs from the industry with their proposals, fairs Y events where I know locate the large comparative according to the Organism National from Statistics (DANE). For this study, it has also been taken in bill the structure labor of area metropolitan from cucuta what is compound for 841,000 population, from the which 672,000 is it so registered for to work. For other part, the problems are also relevant for a better analysis of the study of footwear as the main source employment, for example, there are currently problems like smuggling shoes made in China, which generate prices very low in comparison with the production of country, it what forces a the merchants a implement processes from management from last generation in the transformation, quality and standard of product.

Here it is important to mention that Colombia has with a big amount from factories from articles from leather, especially in the creation from shoes; I know esteem what plus of 95% are microenterprises. The higher production Y sale from shoes Colombians I know concentrate in shoes popular what consists in the manufacturing, import, commercialization Y export from various types from footwear, Come in the what sports shoes, sports shoes, leather, sandals etc

As previously mentioned, social knowledge is essential, since making use of it helps to increase competitiveness through improvements in your product for considerable sales, this can be seen in the purchase of the shoe based on an aesthetic point of view, where design is the decisive factor, adding comfort, durability and low cost that will be relevant for success in sales, taking into account this prior knowledge, the product will be developed including a meticulous selection of materials, pattern development, production process, price, layout and improvements according to current fashion. However, another key aspect is that the quality of the production process is vital so that the brand is not temporary and remains in the market, so for a pair of shoes to be considered a premium product they must comply with the established standards, being proportionate, comfortable and profitable.

So the manufacture and finishing of footwear is important, these consist of innumerable fragments of various materials and binders that involve various operations carried out manually and/or mechanically to obtain a satisfactory finish, there must also be a system of improvement and control of the quality in order to optimize quality, the company must also be systematized based on the inspection of raw materials, input, received and completed with the distribution of the product, this will be achieved through a strategic plan for the production and marketing of footwear.

On the other hand, it is necessary to mention that the global market in 2020 increased in sales of 168,000 million dollars according to Research and Markets, this thanks to direct sales, this refers to the sale of the company's products or services to the consumer. This is how direct sales have now become a strong driver of the labor market in Colombia, in addition, according to the latest figures, this type of trade generated some 14,000 domestic jobs (Employment, 2014). This type of sale is well received because it represents a great advantage in dealing with customers, of course, also for the shoe business.
Direct sales are sold through a wide and diverse catalog of the product to offer the customer, in addition to flexibility in schedules for the worker, it can also be taken into account that at an international level Latin America has produced sales of millions of dollars, approximately: $32,600 due to the concept of direct sales (Acodevi, 2012), where in the country it benefits more than one million Colombians and promotes close to 3 billion pesos per year (Cartera, 2011), in this labor market direct sales mainly favor women, almost 95% of the population that participated in direct sales is women.

The impact it generates in a company and its social commitment by taking responsibility to develop the potential of women seeking jobs that will become independent sellers will attract the attention of the community and serve as a commercial and marketing strategy. Specifically, the job market in direct sales ranges from 1.4 million Colombians (Acodevi, 2012).

In addition, with direct sales it is possible to more easily reach an objective and potential group of consumers through digital, in this case we can take as an example the market study of Bogotá, where the product belongs to the category of genuine leather with a unique design that covers 3 to 5 layers. The above situation, because the supplier specializes in legal leather, but does not enter the luxury leather goods and footwear segment, the diagnostic segment will expand suppliers and markets, taking 3,700,780 potential consumers as a reference population (Daner, 2011), this being the target group of direct sales. This number comes from population, housing, and Household vs. socioeconomic stratification and their purchasing power of product consumption. After all, it represents 49% of the population of Bogotá. This example demonstrates how the seller presents his product to the market with a high profit margin, since direct sales allow him to save on costs and increase his margin while positioning himself in the market.

Lastly, direct selling also implemented a Quick Response code (QR Code), these codes help direct selling is a smartphone device where they can save orders or place orders. This will save the seller time in his customer service productivity, he will not need to enter characteristics such as color, reference number and numbering, and he will have orderly storage of orders. This will allow a faster and more efficient connection with the client.

Taking into account the aforementioned, the integration of the data collected in synthesis on the study of the footwear industry in Cúcuta will be presented in a more specific way.

**Method**

Based on a comprehensive study of the footwear industry as a primary source, this article analyzes the characteristics, marketing and innovation, using a study of 10 companies to identify positive and negative factors, where it compares the percentage of manufacturing and clothing production. the region has women's shoes since shipments are made nationwide and are exported to various countries. The Colombian Association of Footwear, Leather and Products Manufacturers is in charge of supporting, empowering and guiding businessmen in
the field to present their proposals at exhibitions and events where the main benchmarking companies are located. Entrepreneurs currently do not have revolutionary technologies and innovations in the production of products due to the lack of financing and adequate support from the relevant structures. For the aforementioned reasons, it is important and necessary to define a method for the formulation of a strategic model of competitiveness of this subsector, which aims to improve the positioning of the company at a national and international level. According to the National Department of Statistics (DANE), the structure of the labor force in the metropolitan area of Cúcuta is made up of 841,000 inhabitants, of which 672,000 are registered as employed, the rest are minors over 12 years of age and the employed population is 409,000, of which 65,000 are unemployed and 344,000 are employed.

The unemployment rate in the country has remained in single digits since last March, reaching 8.8% in November 2018. The Metropolitan, for its part, maintained an unemployment rate above 14% until August 2018. As reported in the DANE report (September-November 2018 quarter), the city of Cúcuta had an unemployment rate higher than the national average, with an average unemployment rate of 16.2%. The metropolitan area is a border area and a receiving area for immigrants due to the impact of immigration, the crisis and recession in both countries that generates informality, the informality of Cúcuta and its metropolitan area. The degree of formality during 2018 is shown. Behavior stable with an incidence of 68% to 72%. These numbers make the city the least formal in the country. In the last quarterly analysis, most of the job creation in the Cúcuta metropolitan area was commerce, hotels and restaurants with 37 percent, public, social and personal services with 19 percent and manufacturing with 17 percent. Cucuta Chamber of Commerce.

in the metropolitan area of San José de Cúcuta is related to its position in terms of employment generation, participation in national and regional GDP and other social factors. There are issues such as smuggling and shoes made in China at very low prices compared to local production, forcing merchants to implement complex administrative processes such as reproduction, quality according to norms and standards. Combined with the above, the subsector has endeavored to acquire the most advanced technologies, free them from overload with backward equipment and secure them according to international standards. Chamber of Commerce (2018) The Colombian Footwear, Leather and Manufacturing Association has done a lot for footwear companies in Norte Santander to present their products nationally and internationally and to enter into strategic contracts with buyers from other countries. ACICAM. The research units are companies located in the footwear subsector in the metropolitan area of Cúcuta, Colombia. Its objective is to describe, understand, describe and analyze the current state of the manufacturing industry in order to create models that help improve national and international competitiveness. The type of research that will be used in this work is descriptive and in order to obtain the most accurate results possible, businessmen were interviewed and information was collected from the sources of the aforementioned industries.

**Results**

80% of the entrepreneurs surveyed identify themselves as such. 20% of microenterprises are SMEs and not medium-sized companies. If you need to support them with investments, better
access to credit and new technology and intersectoral unity allow the growth of the sector, most of the respondents made women's shoes at a rate of 60%, 20% produced sports shoes, and 20% The rest was divided into formal footwear and children's footwear.

In the first two months of 2019, the total imported value of footwear and its components was US$60.6 million, 39% more than the previous year, mainly in textiles and manufactured footwear from countries such as China, Vietnam and Brazil. - Direction. The main footwear importing sectors are Bogotá and Cundinamarca (41%), Bolívar (20%), Valle del Cauca (16%), Caldas (11%) and Atlántico (6%). Ashikam (2019). Having collected information, it turned out that there are no direct importers of shoe products in the capital's territory. You can see the gaps in footwear technology in the metropolitan area of Cúcuta, we found that the level of support that companies receive from companies that promote production in this sector is inadequate. Companies have realized that they are very deficient in the implementation of innovations in research and development and in the market, since they do not have the required financial levels, and they do not have the support of the relevant institutions. In addition, companies in this sector in the Cúcuta metropolitan area continuously work to increase their competitiveness, create quality products with unique and innovative designs, promote their brands and increase their visibility in the local market. Companies are realizing that you have to provide proper training to employees. The industry's reputation for producing cheap shoes and the international market for avoiding major labor disputes. As noted above, Acicam and SENA are working to strengthen the agreement reached in July 2018, in which a comprehensive productivity model will be implemented aimed at improving productivity to boost growth. Reduce waste by at least 15%, reduce production costs, improve delivery times, study times and movements, improve production equipment, organize all areas of the company, help entrepreneurs use their production resources more efficient way and the implementation of an integrated model that allows you to increase sales.

A strategic model to gain competitiveness in the footwear industry in the metropolitan area of San José de Cúcuta is to increase productivity and that it be of very good quality so that it satisfies the needs that the client requires. To remain competitive in this sector, it is necessary to improve production areas, optimally use human, financial, material and technical resources and achieve significant cost reductions. Chávez (2018) recommends implementing a five-step model. Micro and small businesses must first determine the appropriate operating model, which will be evaluated in terms of purchasing, production, sales, and other aspects. During this phase, the market should be explored based on the impact of product quality to improve the operational part of programming, production, and sales. Plan and transform your business. Finally, create a quality control system. To improve the positioning of a company, it is necessary to use strategies that help analyze opportunities, market size and income potential. Innovative and creative design is required to use this information to develop new and unique products that satisfy the market while the product is in use. The company in this branch must carry out a training program for all employees. This increases productivity, builds trust with business partners and creates a positive image. In summary, we want to support the growth of the footwear industry, have a positive impact on environmental development, generate employment and increase profitability, thus highlighting the better positioning of metropolitan companies in the international market.
conclusions

Companies currently use some strategies such as the cost strategy, the differentiation strategy, the negotiation strategy with suppliers and the focus strategy, which show their competitiveness against the competition, and in turn the companies use these strategies as a tool for sustainable development and growth

The sector must take into account organizational trends such as the formalization of work and professionalization of human resources, functional division of work areas within productive units, severity of networks between local businessmen, creation of strategic alliances, between the links of the value chain, creating a modular production system, accurate knowledge of product traceability, company risk, adapting to changes and developing management skills in accordance with the demands of the competitive environment. In this way, the development of technology and the implementation of innovation processes require professional profiles such as: manager-manager, shoe designer, production manager, marketing and sales consultant, international business agent, trimmer and cutter.

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