Cost-Benefit Study Of The Installation Of An Accelerator For The Promotion Of Smes

Cárdenas-Gutiérrez Javier Alfonso [a1] , Davila Perez, Marvin Vladimir [b], Cely Calixto, Nelson Javier[c]

[a] *Master Degree in Business Administration. with specialization in Project Management, Orcid: https://orcid.org/0000-0003-0531-9662, Email: marlonandresfc@ufps.edu.co, Universidad Francisco de Paula Santander.*

[b] *Master in Business Administration with emphasis on project management, Director of Civil Engineering and of the Department of Civil Construction, Roads and Hydraulic and Fluids Transportation, Director of the Transportation and Civil Works Research Group (GITOC)., Orcid: https://orcid.org/0000-00029894-0177, Email: javieralfonsocg@ufps.edu.co, Universidad Francisco de Paula Santander, Cúcuta, Colombia.*

[c] *Master in Hydraulic Works, Specialist in Water and Environmental Sanitation, Research Group in Hydrology and Water Resources - HYDROS, Orcid: https://orcid.org/0000-0002-2083-6978, Email: nelsonjaviercc@ufps.edu.co, Universidad Francisco de Paula Santander..*

Abstract

society has been evolving, this because in terms of quality and quantity of information have been increasing day by day, thanks to the technology has provided the means for man to develop in all areas of life; optimizing their performance in terms of time so that this is not consumed by their multiple daily activities. The high level of unemployment in the city, is what underlies the need to urgently adopt measures to promote teleworking in this city, which is based on the fact that what has been missing to teleworking is its promotion and dissemination to companies in the Municipality of San José de Cúcuta, so that they begin to analyze its advantages and consider it as a mode of employment generation, it is proposed to develop a campaign in this regard.

Keywords: activity, standard, method, process, process, process, variable

1. Introduction

According to the Substantive Labor Code, more specifically in Article No. 5, work is considered as any human activity, as long as it is performed with the existence of an employment contract. Therefore, for labor legislation, if there is no justifiable existence of an employment contract (verbal or written), any activity carried out by the individual will not be considered as work. Taking into account the above, it is important to know that, at present, society has been evolving, this due to the fact that in terms of quality and quantity of information have been increasing day by day, thanks to the fact that technology

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[1] Corresponding author.
  E-mail address: *marlonandresfc@ufps.edu.co,*

has facilitated the means for man to develop in all areas of life; optimizing his performance in terms of time so that it is not consumed by his multiple daily activities.

In this way, labor relations have changed, since work is no longer necessarily the place where people spend most of their daily time, the reason why they leave their family aside, why they get up early and endure endless congestion and stress. Thanks to technology, new opportunities arise for the development of work within an organization, taking into account that labor innovation is focused on teleworking, which is a form of labor organization, which consists in the performance of paid activities or provision of services to third parties using as support the information and communication technologies - ICT for contact between the worker and the company, without requiring the physical presence of the worker in a specific work site.

For the specific case of the Municipality of San José de Cúcuta, it has that the Advisory Commission of Telework, formed by representatives of the Ministry of ICT, the Ministry of Labor and the Colombia Digital Corporation, has conducted several days of awareness to representatives of the public and private sector, in 86 beneficiaries of teleworking. In spite of the above, that is to say, of its implementation, in Cúcuta already several companies that carry out activities or provide services in this city, especially of consultancies and advising, have linked people through this labor modality. But this is not enough, because with the high unemployment rates in the city, to which is added the problem of the temporary closure of the border with the neighboring municipalities of San Antonio and Ureña (Táchira State - Venezuela), it is required to promptly establish the way in which teleworking can be promoted as a new labor alternative for both employees and employers in the municipality of San José de Cúcuta, given the benefits of this. To this we must also add the current pandemic due to COVID-19 which makes it difficult to travel from home to the office or workplace on a daily basis as it was done before.

The high level of unemployment in the city, is what underlies the need to urgently adopt measures to promote teleworking in this city, which is based on the fact that what has been missing to teleworking is its promotion and dissemination to companies in the Municipality of San José de Cúcuta, so that they begin to analyze its advantages and consider it as a mode of employment generation, it is proposed to develop a campaign in this regard.

2.Article structure

2.1 Research problem

National companies are concerned about the economic crisis that is being suffered at this time, not knowing how to resume their activities without causing health risks to their workers; for which strategies must be generated to help avoid the slightest contact of personnel in the company's facilities. This is the origin of one of the great challenges that a company faces during an eventuality such as the one we are experiencing and at the same time the importance of the concept of continuous improvement in an organization, since it allows them to create alternatives to minimize or eliminate a problem.

Our methodology will be based on an exploratory study, which will make it possible to observe the current processes in the companies to be investigated and involve a descriptive study of the needs that arise from an unprecedented event such as the one that is occurring in the world, in order to provide a comprehensive study for future research on the subject.
However, the problem is very complex and uncertain, the magnitude of such an event, which shook the entire global society, is not fully understood. But as the writer Robin Sharma said "every event has a reason and every adversity teaches us a lesson"; perhaps with this distinctive

and penetrating phrase for reasoning, it becomes an impulse to embark on a meditation, which orients the thought of anguish or concern to one of seeking solutions and opportunities, working hand in hand with each other and understanding that sometimes the best of human beings originates from causes such as the one experienced today.

However, it is of vital importance that companies are prepared for any situation and at the same time promote the implementation of technological tools, because many do not invest because it is not necessary or have a management that makes bad decisions. It is for this reason, that the purpose lies in having a successful planning and in converting the business culture to an innovative culture, starting first of all by those existing SMEs and so they can demonstrate the investment in new technologies as something necessary for the stability and productivity of the company and consequently, based on their experience, promote the benefits of its application.

This proposal seeks to be an alternative to the market need, through the creation of an accelerator aimed at SMEs, in order to help the organizational growth that is desired to be achieved by their owners.

The current context generates a lot of uncertainty, especially for the manufacturing sector, due to the cessation of work activities decreed by the national government as a measure to prevent the spread of COVID-19. However, the government has taken the necessary steps for those companies that have problems during this quarantine period, in order to minimize the impact derived from this complex situation. It is for this reason that the development of this project is oriented to the creation of a service that satisfies a latent need in these times of pandemic and also lasts through time with wide fields of organizational application.

Currently, traditional work constantly incurs in factors that significantly impair the performance of the company, such as absenteeism and staff turnover; for this reason it is important to make use of the tools provided by new technologies, which will facilitate the work in a comfortable and effective way. That is why UNSA Services was born as an alternative for those SMEs, whose goal is to achieve noticeable advances in productivity and be at the forefront with the technological era, bearing in mind that today technology is booming in the world, as can be seen in digital marketing, distribution channels, automation, software, among others. Therefore, it was prioritized to make use of these benefits and offer a broad portfolio, through a complete and adaptable service to the requirements of SMEs, allowing to carry out different work experiences and at the same time create a culture that favors the organizational level of the company.

Likewise, the underlying objective is to apply the knowledge acquired in the master classes, so as to analyze the feasibility of the business idea, through the different market studies. In addition, when carrying out this research it is important to highlight the benefits for the student to execute a project of such magnitude, since the student acquires skills and abilities regarding the elaboration of a feasibility study, either for a product or a service, and to know the importance of handling it when a company wants to launch a new product in the production line.

On the other hand, it achieves the fundamental competencies of the subject of formulation and evaluation of projects, providing a solid foundation for better performance and development in the field of research as industrial engineers. Likewise, it will encourage the imagination to create new opportunities in the market and thus contribute significantly to the economy of the city, based on specific and key aspects such as taking advantage of business opportunities, satisfying new needs, generating employment, boosting the economy and promoting regional ingenuity. Finally, the contribution of this work at the level of business management will generate a reference for future research interested in the subject.

2.2 Description of the service

UNSA Services (Unit of analysis and service solutions) was born from the need to keep pace with technological advances and at the same time with the incessant and unprecedented changes that the world is experiencing lately. It is for this reason that this acceleration program will train and advise SME entrepreneurs, helping them in three different branches that will be focused on: information and communication technologies (ICT) as well as automation, quality and marketing; with the main purpose of providing a reliable service, which will encourage them to take the next step towards organizational excellence, which will be reflected in a stability and a significant improvement in profitability, in a very demanding market as it is currently presented.

Current uses of the product and/or service

-In companies that do not have norms and standards.
-In companies that want to incorporate remote work or teleworking.
-In companies that want to automate their production processes.
-In companies dedicated to software development.

The application of this service will guarantee a notable improvement to the small and medium-sized companies that implement it, providing benefits in key areas; in order to increase the efficiency and general performance of the organization, so as to achieve a better positioning among its competitors. Likewise, a relevant emphasis was made so that they are at the forefront of any casual eventuality, and consequently, facilitate adaptability to such changes.

Basic characteristics of presentation. The presentation was made through a portfolio of services, which will be a document describing the services to be offered, detailing the limits, proposals for all customers and market areas in which they can enter, the cost and the different types of payment according to the duration of the service to be implemented in the company. In addition, it will include what is currently offered, what is no longer available and what is to come in the future. The main reason is to inform potential customers about the advantages and benefits of hiring our service. The portfolio was presented digitally, to make us known to those people or organizations that are interested. To give you an idea of how it was visualized, here it is shown below.

Ease of access to the good and/or service. The service is characterized by promoting the customer the greatest possible convenience, which is why the alternatives were chosen to be performed both in person and virtually; which will be performed according to the specifications that will be found in the portfolio of services on the website or brochures, in order to reach the majority of potential customers easily and efficiently.

Access will be immediate once the service has been contracted. You will be able to contact the advisor(s) of the specific area you wish to monitor, through an application for exclusive use by our clients. If you have not yet contracted the service, you can contact the agency by phone call, Whatsapp chat, email, our website or come to our service office, where we will give you information about the service you want to purchase and answer any questions.

3. Method

To meet the objectives of the research, the survey was used as a method of data collection, aimed at SMEs in San José de Cúcuta, in order to obtain information from potential customers and to know the acceptance of the service. The research instrument used was a questionnaire with dichotomous, multiple choice and mixed questions, which was applied virtually for a minimum significant number of respondents, due to the current situation.

The primary source is all vital information related to the market study for the creation of UNSA Servicios; therefore, the survey method will be used for data collection, in order to obtain and analyze accurate figures for the successful fulfillment of the research objectives.

The secondary sources collected, which served as the basis for the preparation of the market study, are found in documents obtained from books on market studies, web pages, projects, research articles and the Cúcuta Chamber of Commerce database. The analysis of the information will be carried out by means of qualitative analysis based on statistical data and quantitative analysis will be reflected through pie charts and bar graphs. In this way, a relevant diagnosis of the market study for the creation of UNSA Services in the city of Cúcuta will be obtained.

<div align="center">SMEs in Cúcuta: 34,493</div>

$$n = \frac{Z^2 x\ p\ x\ q\ x\ N}{(N-1)\ x\ e^2 + Z^2 x\ p\ x\ q}$$

$$n = \frac{1,96^2 x\ 0,5\ x\ 0,5\ x\ 34.493}{(34.493-1)\ x\ 0,05^2 + 1,96^2 x\ 0,5\ x\ 0,5}$$

$$n = 379,9 \approx 380$$

N = population size = 34.493
Z = confidence level = 1.96 (for 95% confidence level)
P = probability of success or expected ratio = 0.5
Q = probability of failure = 1 - P = 0.5
D = precision (Maximum admissible error in terms of proportion) = 5%.

The application of the survey was complex, firstly, because of the COVID-19 situation and secondly, because of the few contacts of the SME owners; therefore, it was possible to apply 17 surveys, which corresponds to approximately 4.5% of the sample.

The type of sampling implemented is non-probabilistic, since this is a sampling technique where samples are collected in a process that does not give all individuals in the population equal opportunities to be selected. And in this case the most appropriate is to apply non-probability sampling for convenience, taking into account the data and specifications that are needed to carry it out in a simpler way and using the contacts for its respective application. This convenience is taken as a greater operational ease for the collection of information and at the same time with low sampling costs as it is done virtually.

4.Results

Market research is a systematic investigation focused on the collection and analysis of data associated with the characteristics of the target market to be understood. Therefore, it is an essential study that seeks, in a detailed and integrated way, to make good decisions that incur the minimum risk of frustration. In other words, the objective is to find out which is the market segment to which the service best fits, evaluating the methodology with which you want to reach the final consumer and thus achieve a good positioning among competitors, satisfying a need from business innovation.

Segmentation allows us to divide the market according to the needs and characteristics of potential customers and consumers. A correctly executed segmentation will make it easier to reach the service to the interested population and consequently, to outline the best marketing and advertising strategies that will allow us to reach each SME that exists in Cúcuta; but focusing our efforts towards a national and later multinational scope, hoping for the best acceptance in the sector.

However, it is necessary to make a parenthesis, because UNSA Services is focused on SMEs; therefore, it becomes essential to search for a segmentation strategy different from that of consumption, in order to determine the variables and characteristics to be evaluated in the study. Fernández (2009), states:

Companies also carry out market segmentation activities; however, the variables on the basis of which they determine their market segment are totally different from those of the consumer market; this is logical, since companies that sell to other companies are subject to other types of factors. The main variables to be considered in the segmentation of the industrial market are: geographic, demographic, operation, purchase and relationship.

Geographic segmentation.UNSA Services will be located first in the city of San José de Cúcuta, which is located in the northeast of the country, on the Eastern Cordillera of the Andes, near the border with Venezuela. Cúcuta has a population of 777,000 inhabitants and is 10 km long from north to south and 11 km long from east to west. It also has a warm climate with an average temperature of 27.6 °C (27.6 °F). It is the political, economic, industrial, artistic, cultural, sports and tourism epicenter of Norte de Santander. It was decided to opt for this segment with the purpose of positioning it in the regional market and in the future become the link for a national and later international scope. Therefore, reasonable expectations were outlined, but focusing the business idea towards a significant organizational growth, since as any good businessman, one yearns to reach any corner of the world.

Economic sector. This refers to the activity or activities to which the company or business is dedicated. Therefore, the service will be directed to SMEs belonging to the manufacturing and commercial sector, since they must converge with the evolution of technology and the demanding changes in the market. In addition, the main idea is to boost the growth of organizations and provide them with a service supported by new technologies.

Figure 1. Connected Industry

Source: garatu it solutions Group

It is essential to know the size of the companies that will be the clients, so that it is a starting point to plan future negotiations and increase market share. For this reason, SMEs, i.e. micro, small and medium-sized companies, were chosen as potential consumers of UNSA Services.

Emphasis is placed on knowing the technological status of the company, because every day new technologies emerge in the market and therefore this information is required to adapt our service to the requirements of the company. UNSA Services is intended for all SMEs with any technology, whether hard, soft or hybrid, since the portfolio will be constantly updated with new developments that may arise in the world. Also add the susceptibility to change, because it is a key factor at the time of implementation of the respective tools in SMEs.

As it is a new service, we will first cover those potential customers in the market, in order to link them with UNSA Services and generate through experience, recognition in the sector.

An exhaustive search was carried out to determine the number of SMEs in the city of San José de Cúcuta, which was very complex, since there is no updated data and it is difficult to access specific information, obtaining the following results:

 The number of companies in the municipality of Cúcuta in 2011 corresponded to 23,946, of which 22,837 are micro companies (95.36%), 883 are small companies (3.68%) and 139 are medium companies (0.58%). Only 88 (0.36%) correspond to large companies (Avendaño, 2012, pp. 187-208).

In Colombia there are 2.5 million small and medium-sized companies, and in Norte de Santander, according to Acopi records, there are about 80,000 companies, of that total, 23% are companies registered in the Chamber of Commerce and 77% are natural persons registered as entrepreneurs. The behavior for this group of companies was not encouraging in 2016, the figures reflect this. In unemployment increased by one percentage point, and GDP the department only contributed 1.7% to the national figure, indicating that more investment and growth is needed in the region. (Sanchez, 2017).

80% of the companies registered in the Chamber of Commerce of Cúcuta during the period January - December / 2014, belong to the municipality of Cúcuta, followed by Los Patios with 7%, Villa del rosario with 6% and Tibú with 2%.(Chamber of Commerce, 2014).

According to the data of the management report of the business structure of the city, it was calculated that between registrations, renewals and cancellations, there were about 34,493 identity registrations between natural and legal persons (Chamber of Commerce, 2018). Based on this most recent data, the project will be analyzed.

4.1 Market research

Market research is defined by the American Marketing Association as:

The function of the company that links the consumer, customer and stakeholders in general, with the marketer through information. Information used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor sales performance; and improve understanding of marketing as a process. Marketing research specifies the information needed to address these issues, designs the method of information collection, manages and executes the data collection process, analyzes the results, and communicates the results and their implications (Association, 2004).

In other words, this type of study contributes to minimize the risks when starting a business, because by knowing relevant and specific information about the target market, the decision making process is evaluated in the most accurate way possible.

Research objectives.

Assist business development through well-executed planning, organization and control for on-time service delivery.

-Satisfy   the needs and requirements taking into account the consumer's preferences.

-Determine   the economic degree of success or failure from the interpretation of the results of the information sources.

Research method and instrument.

In order to meet the objectives of the research, a survey was used as a method of information collection, directed to the SMEs of San José de Cúcuta, in order to obtain information from potential customers and to know the acceptance of the service.

As a research instrument, a questionnaire with dichotomous, multiple choice and mixed questions was used, which was applied virtually to a minimum significant number of respondents, due to the current situation. The primary source is all the vital information related to the market study for the creation of UNSA Servicios; therefore, the survey method will be used for data collection, in order to obtain and analyze true figures for the successful fulfillment of the research objectives.

With the information obtained from the respondents, the following qualitative and quantitative analysis was carried out for a better understanding of the results.

Table 1. Analysis of the information

OPTION	QUANTITY	%
Yes		35,3
No		64,7

The city's SMEs do not have sufficient technological development, which is a worrying situation, since their permanence in the market is put at risk in the event of any eventuality, since they do not have sufficient technological tools to minimize the impact. It can be evidenced that 76.5% of the SMEs apply IOT or IT tools in the work areas, focusing their objectives towards technology for their business process. However, it is necessary to make more investments in this aspect, if they want to guarantee the permanence in the market that is present today.

94.1% would be willing to acquire a service that would allow them to advance in their organizational growth, which verifies the feasibility and acceptance that UNSA Services could have in the city.

Table 2. Analysis of information 2

OPTION	QUANTITY	%
Yes		94,1
No	1	5,9

The 70.6% are microenterprises, which shows the great potential they have in the city and at the same time allows us to observe the potential clients of the service. According to the results, the city of Cúcuta is characterized by the expansion of the manufacturing and commercial sector. Most SMEs want to bet on digital marketing, since it is a very relevant aspect today for the positioning of a product or service in the market. Also, to cover a greater segmentation of the market and consequently generate greater recognition among competitors. The investment that SMEs would be willing to pay for a service, according to the figures is $500,000 with 64.7% and $1'000,000 with 29.4%; so it would become our price range for the provision of UNSA Services.

The frequency of purchase or of acquiring some of the services points to 2 times a year; however, it is important to highlight that as the service generates reliability and acceptance in the market, better purchase rates are expected to position the quality of the service. Social networks are trends that over time have evolved and made a difference, so it becomes the main advertising channel chosen by respondents, because we live in the technological age. UNSA Services thinks about the client's comfort, for this reason it was decided to apply the face-to-face and virtual service according to the requirements and desires of the interested SME, in order to generate a continuous management without interruption. According to the data obtained, there is great reliability of being handled in both ways.

Definition and projection of demand

Demand is an indicator, which shows the level of demand in the market and allows the economy to function in a stable manner, promoting growth and sustainable development; "The demand estimate is made by considering the number of the target population and its needs over a time horizon" (Andia, 2011, pp. 67-72). It is important to highlight the potential and actual demand, since they are input data to make the 5-year service projection. Next, each of them was determined.

Potential demand is the maximum possible demand that could occur in a market segment. The main objective of finding the potential demand for the type of service we offer is to help us forecast or

determine what the demand or sales level of our business will be. In this case, the target market of the service is focused on all the SMEs in the city, so we used data from the Chamber of Commerce of Cúcuta to identify the overall amount of segmentation. The value obtained for the study is 34,493 SMEs, according to data from the management report. (2018). Likewise, as this is a new service, there are no statistics to support the participation of this type of service in the market, so it will be determined based on the application of the survey.

Then, we start from question 3 of the survey, which asks if you would agree to acquire a service that improves the efficiency of the organization, obtaining a 94.1% acceptance rate. Therefore, our potential demand would be calculated as follows.

$$17 \ (encuestados) = 100\%$$
$$16 (interesados) = X$$
$$X = \frac{16 * 100}{17}$$
$$X = 94{,}1\%$$

First of all, it was recalled where the percentage of 94.1% came from for easy understanding. Then we assume that the 17 respondents are equivalent to the 34,493 SMEs in the city, i.e. the total segmentation, because there is no data to perform this procedure. Now 94.1% corresponds to the interested SMEs, so we proceed to calculate how many SMEs are part of that percentage and thus define the potential demand for UNSA Services.

$$34.493 = 100\%$$
$$X = 94{,}1\%$$
$$X = \frac{94{,}1 * 34.493}{100}$$
$$X = 32.457{,}9 \cong 32.458$$

In conclusion, it can be said that there is a potential demand for UNSA Services of 32,458 SMEs in the city of Cúcuta. To clarify that for the figures, the point is of unit one thousand.

It is what is actually available at a given time. It will most likely be lower than the potential. Therefore, it is the demand with which the project will work for the feasibility study. Likewise, as for the potential demand, there are no statistics that allow us to carry out this methodology, so it will be determined based on the application of the survey.

Then, we start from questions 1 and 2 of the survey, which refer to whether the company has the necessary technological resources to be competitive in any eventuality and whether it uses IOT or IT tools in the work areas, since this will allow us to analyze the SMEs that would potentially acquire the service. The actual demand is then determined as follows.

$$Promedio = \frac{35{,}3\% + 76{,}5\%}{2}$$
$$Promedio = 55{,}9\%$$

What was done in this calculation, is to determine the percentage of SMEs that did not acquire our service, because in the first place 35.3% refers to respondents who say they are competitive and stable to any eventuality, therefore, they may think that it is not convenient to make such investment. Secondly, we found that 76.5% have IOT or IT tools, assuming the worst case scenario, the owners do not think it

is necessary to acquire it and to that we add the large percentage of microenterprises, so the excuse can be based on the fact that they do not have the budget for its acquisition. So, evaluating these alternatives, it was decided to take this average to identify the segmentation of the real demand. Although it should be noted that UNSA Services offers affordable prices for small entrepreneurs, so that they can immerse themselves in a process of exponential growth and guarantee.

$$Demanda\ real = Demanda\ potencial * (1 - Probabilidad\ de\ no\ adquirirlo)$$
$$Demanda\ real = 32.458\ (1 - 0,559)$$
$$Demanda\ real = 14.313,9 \cong 14.314$$

It should be noted that the potential demand was previously calculated and 55.9% was divided into 100, to transform it into a probability and thus use this data in the equation to know our real demand. Now, as these data are not supported by statistics, we assume a margin of error of 10%, obtaining a result of 12,883 SMEs that would be willing to purchase UNSA Services.

$$D.R\ con\ margen\ de\ error = Demanda\ real * (1 - probabilidad\ margen\ de\ error)$$
$$D.R\ con\ margen\ de\ error = 14.314(1 - 0,10)$$
$$D.R\ con\ margen\ de\ error = 12.882,6 \cong 12.883$$

D.R=Real demand

It is calculated based on question 8 of the survey, which refers to the frequency of purchase.

Table 3. Frequency of purchase

OPTION	QUANTITY	PERCENTAGE	PROBABILITY
1 time per year	5	29%	0,29
2 times a year		59%	0,59
3 times a year		12%	0,12
4 times a year	0	0%	0,00
TOTAL	17 RESPONDENTS	100%	1,00

$$Prestacion\ de\ servicios\ por\ pyme\ al\ año = (1 * 0,29) + (1 * 0,59 * 2) + (1 * 0,12 * 4) = 1,83$$
$$\cong 2\ \frac{servicios * pyme}{año}$$

This value for being an innovative and new service, we are going to work with at least one SME acquiring a service, while gaining customer acceptance. The production program will allow us to know the participation that will be covered in the market, which becomes essential to develop a suitable program to meet the requirements of the demand and at the same time incur the minimum operating costs.

**Table 4. Calculation of actual annual potential demand**

	2014	2015	2016	2017	2018
SMEs in Cúcuta	29.664	14.666	32.822	31.203	34.493
Potential Demand (SMEs)	27.914	13.801	30.885	29.362	32.458

Real Demand (SMEs)	12.310	6.086	13.620	12.949	14.314
Actual Demand with Margin (10%)	11.079	5.477	12.258	11.654	12.883

It is important to highlight that the figures for SMEs in Cúcuta were obtained from the management reports of the Cúcuta Chamber of Commerce for each year, taking into account new, renewed and cancelled registrations. That is 29,664 (2014), 14,666 (2015), 32,822 (2016), 31,203 (2017), 34,493 (2018).
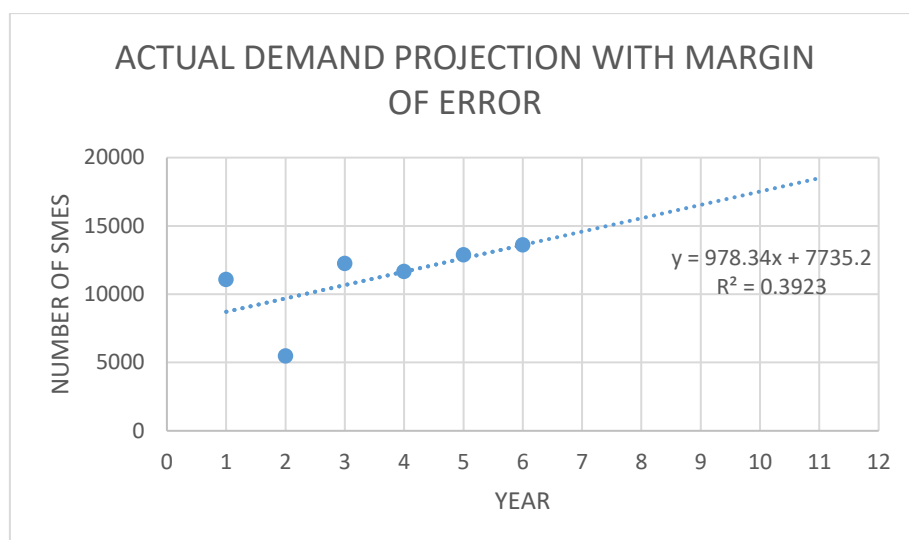
Within the context of cameral registries, cancelled companies are also an important indicator, where the total number of cancelled companies reached 22,591 companies at the close of 2015. This was due to the application of Article 31 of Law 1727 of 2014 (Depuration of the Single Business Register) (2015). To highlight the reason for the notorious decrease of SME companies in the city.

Figure 2. Projection of potential demand
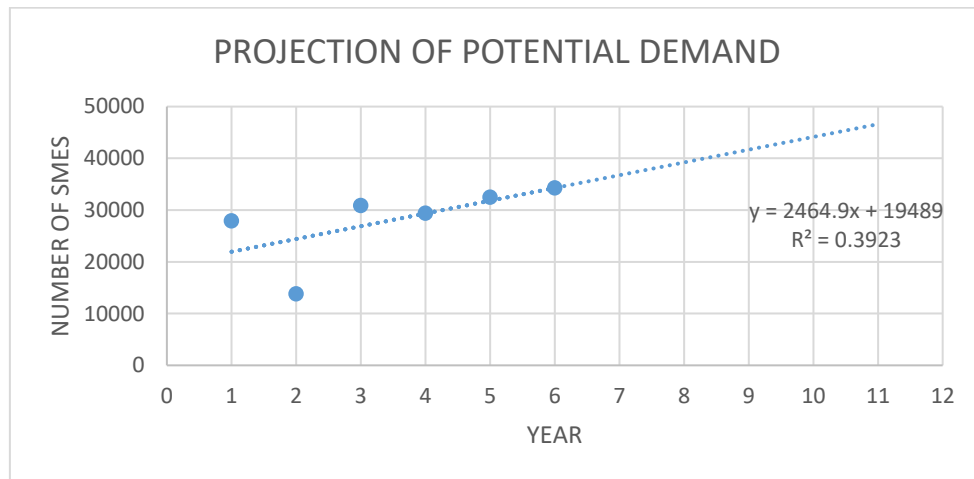
As can be seen in the graph, it was projected for 5 years, based on the data from previous years and in this way to know by the linear regression method the planning of the potential demand. The results of the table were determined according to the equation of Y that is immersed in the graph, replacing the respective value; for example, for year 7 that corresponds to 2020, the value of X is 7 and thus provides the result of 36,743 approximating.

Figure 3. Projection of actual demand with margin of error

ACTUAL DEMAND PROJECTION WITH MARGIN OF ERROR

$y = 978.34x + 7735.2$
$R^2 = 0.3923$

(NUMBER OF SMES vs YEAR)

As can be seen in the graph, it was projected for 5 years, based on the data from previous years and in this way to know by the linear regression method the planning of the potential demand. The results of the table were determined according to the equation of Y that is immersed in the graph, replacing the respective value; for example, for year 7 that corresponds to 2020, the value of X is 7 and thus provides the result of 14,584 approximating. The analysis of the competition is one of the most essential aspects to evaluate in a market study and constitutes one of the first steps in a new business venture. It also allows us to determine the strengths and weaknesses of competitors in the same target market, in order to create an added value that distinguishes us from them.

Conclusions

The implementation of teleworking as a work method leads the organization or company to obtain increased productivity, reduced costs, reduced absenteeism, which translates into economic benefits for the same, especially for those service companies, due to the greater use they make of information technology.

Teleworking generates a favorable cultural change that according to the will of the parties at the time of its adoption must be committed and generate a new dynamic of interrelation, agile and effective communication. Additionally, the organization by means of trainings, advice and accompaniment to its teleworkers should provide the necessary tools, knowledge and skills on how they should perform their activities outside the facilities, in this way it will be able to obtain economic benefits such as cost reduction and increased productivity.

It is clear that teleworking is the best option for organizations to improve the economic benefits and quality of life of their employees, taking into account the current situation of the city in terms of employment opportunities and also the crisis due to COVID-19.

Teleworking is a practice oriented to results and trust towards those who exercise it, in which it is essential to promote autonomy, self-control and discipline in the employee, which contributes to generate increased productivity and benefits for companies.

The quality of life of these employees grows to the extent that they have more autonomy to generate the balance family / work, an aspect declared in the latest trends of human management as an element to be promoted in organizations. The results of the interviews show that, for some teleworkers, the social factor is of great relevance, taking into account that it allows them to

expand their circle, since their workplace is outside the office, being this of their preference, and not necessarily at home. Likewise, the telework model offers them greater economy by the subject of displacements and of a better performance by the use of the time.

50.45% of employees are aware of the risks to which they are exposed while performing their work, while 49.55% are not aware of the risks.

On the other hand, 100% of the employees were provided with information about the structure of the organization, where their job is located, the policies that govern Medinorte Cúcuta IPS S.A.S., the social benefits to which they are entitled by law, and the Internal Work Regulations.

63.06% were familiar with the canteen services that the IPS used to have but are currently out of service and finally, 69.37% of the employees were not aware of the company's facilities plan.

According to the results, most of the aspects of an induction program were fulfilled, but at present there is no physical document on what information should be provided to the worker, nor those responsible for this procedure and the means by which it should be carried out at the time of entering the job, the induction that was performed to workers was general and was carried out on the day the IPS began to provide its services.

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Makalenin Türkçe başlığı buraya yazılır....

Özet

Türkçe özet.

Anahtar sözcükler: anahtar sözcükler1; anahtar sözcükler2; anahtar sözcükler3

AUTHOR BIODATA

Insert here author biodata**.**