Abstract

This paper tries to provide a general view of the relevant aspects that MPyMES have as promoters of the Mexican economy. But, mainly exposes the aspects that must consider anyone wanting to undertake a MPyME using the Michael Porter’s strategy of approaches and specialization, to take part in an efficient way on the market as a company’s provider without considering its origin or size.

Keywords

MPyME, undertake, supplier, strategy of approaches and specialization, productive sequences.