Abstract

The objectives of this research was to develop a method for the improvement of the Grupo A.G. Asociados, C.A. business processes and to test it through its application to one of its main processes. The Grupo A.G. Asociados, C.A. process selected for the test was the Marketing Management Process and it was designed based on reengineering. The research included two parts: a document research and the application of its findings. The document research was divided in two parts: the first part was developed to search and analysis of the existing methods for the improvement of business process in order to define the method to use and the steps to follow by Grupo A.G. Asociados, C.A.. The second part. Consisted in the determination of the basis for the selection of the business process to be improved. The application part consisted in the selection of the Grupo A.G. Asociados, C.A. business process to be tested and the descriptive research conducted as part of the methodology followed to improve the selected process that results to be the Marketing Management Process. Once the design of the improved Marketing Management Process was finished, the selected process was tested through the poultry strategic business unit of Grupo A.G. Asociados, C.A.. As a result of the strategic analysis, the short and medium run objectives were established, and the strategic and marketing plan of the poultry business unit were defined. The management of the company verified the process and its results, and was satisfied with performance.

Keywords

Reengineering, Process, Knowledge, Globalization, Competitive