Abstract
Enterprise association is a strategy to face globalized markets and increasing competency from other national and foreign enterprises. The main objective of this article is to measure the potential of association for a group of 15 restaurants located at the historic center of Cartagena de Indias city (Colombia), through the implementation of MACTOR method and supported by a structured survey made to potential associates, in order to infer common objectives which will be the base of enterprise association. Thanks to this method, it was able to determine a level of association potentiality of 86%, recommending to enterprises to emphasize their efforts towards joint development of operational, financial, service strategies and human talent enforcement.

Keywords
Associations, associative, competitiveness, cooperation, MACTOR method