

A Descriptive Approach towards the Understanding of the Central American Coffee Business Demography Phenomena

Authors : Jesus David Argueta Moreno, Justa Rufina Martel, Edith Gabriela Carrasco

Abstract : The Central American Coffee small, medium, and large corporations search for excellence, sustainability, and continuous improvement, triggers in a still unknown scale the Local expansion, crusading, and franchising strategies towards a more suitable commercial opportunity, where the dynamics of the Central American business displacement can be explained through the markets permeability traits. By considering the previously mentioned, the present study aims to evaluate the franchising potentialities offered by Central American Coffee business scenario, in order to explain dynamics of the business demography phenomena and its relevance on the Central American competitiveness landscape.

Keywords : competitiveness, franchising, business demography, Central American Coffee

Conference Title : ICEIM 2015 : International Conference on Entrepreneurship and Innovation Management

Conference Location : Los Angeles, United States

Conference Dates : September 28-29, 2015