International Competitiveness of Blackberry Export Firms in Los Reyes, Michoacan, Mexico

Odette V. Delfín Ortega. Michoacan University of Saint Nicholas of Hidalgo, Mexico
Yunuén Morales Arellano. Michoacan University of Saint Nicholas of Hidalgo, Mexico

ABSTRACT

In the last years, blackberries have been an agricultural product that has great commercial importance in Mexico. More than 80% of national production comes from the Michoacan State. The purpose of this work is to determine the impact of price, innovation, integration, technology, distribution channels and market on the international competitiveness of blackberry export firms located in Los Reyes. The theoretical review focuses on the knowledge of the main theories of firm competitiveness. To measure competitiveness, a questionnaire with 40 items was used. This work shows the preliminary results.

Keywords: Competitiveness, Exports, Blackberry