



PROVIDERS' STUDY OF CHINA TO ACHIEVE COMPETITIVENESS IN COLOMBIA –
“AGUCORT”

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University institution Esumer

Faculty of International Studies

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DEDICATION OR MOTTO

We dedicate this grade work to God for blessing us during this professional way, we are granted by a big family, my mother and sister who so much helped me in this process being along with me, which has served to me like stimulus to culminate with one of my targets.

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On behalf of Alis Rodelo: Thanks to my mother and my couple Julio Agudelo, for its big support always, for its advices, love and the constant motivation to improve every day.

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Abstract

The great diversity of activities that happen in the industry they can put in risk the health and safety of the workers. There is for it the importance of being able to offer to the clients products characterized by his comfort, quality and good prices; all that across a manufacturer or supplier that offers these characteristics, provided that on the Colombian market the above mentioned suppliers handle prices higher that in a country as China, there is realized a search of two suppliers in the above mentioned country in order that they could offer to him better alternatives of quality and cost to the company Agucort to be more competitive on the Colombian market.

Key words: Providers, China, costs, gloves.

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List of Symbols and abbreviations**List of abbreviations**

CE - European Conformity.

EPP. It indicates Elements of Personal Protection.

ISO - International Organization for Standardization (International organization of Standardization).

OHSAS-Occupational Safety and Health Administration (Administration of Safety and Occupational Health).

OIT - International organization of the Work.

WHO - World Organization of the Health.

OPS - Pan-American Organization of Health.

USD - American Dollar.

Introduction

In the present work, there is exhibited the request of the company Agucort to import elements of personal protection (gloves in polyurethane - nylon); where two providers of China will be analyzed and this way to analyze the structure, production capacity, quality, value for product, forms of payment, delivery times, between others.

The same way there will be realized a counterfoil DOFA of the chosen providers, to determine what the most effective provider is for the company and this way to be provided with a direct manufacturer, who will offer better prices and major quality for its current and potential clients, managing to be more competitive on the Colombian market.

Finally there will be analyzed each of the prices and quality of the product in accordance with the quotations got for every provider, realizing a comparison where it will lead us to establishing that provider is the one that expires with the Agucort request.

1. Formulation of the Project.

1.1. Precedents

It is possible to think that, from the beginning of the history, the instinct of conservation of the man is a little that it stands out; the effort to preserve and to avoid any possible personal damage. All this can be highlighted in the beginning of “personal character: instinctive - defensive”. It is in this beginning where we manage to see the birth of the Industrial Safety, beginning that is not born in a system, or in an organization, he is born in an individual need. (Ramirez Cavassa, 2005)

Although the real need to organize the Industrial Safety, begins with the age of the Industrial Revolution; because the Britons obtained big advances as for its manual industries at the end of XVIIth century and the beginning of the XVIIIth century, there was a notable increase of the labor and consequently the growth of accidents and illnesses, affecting the well-being of the workpeople and in most of the occasions in adverse form.

Only until the year 1833, it is possible to find references on the first state recognition, and as a result, some improvings can be seen in the year 1850, thanks to the recommendations realized then; between those who find that of shortening the working day, establishing an age minimum and improving the safety in the work point.

Nevertheless, “in 1871 fifty per cent of the workpeople were dying before twenty years, due to the accidents and awful working conditions”. (Ramirez Cavassa, 2005)

“One of the main stars of the medicine in the work, is Bernardino Ramazzini, on having written in a way consistent and arranged on the illnesses linked with the different works that they were realized in that time”. (Chávez, 2007).

In the last years, the health in the workpeople and the measurements for the decrease of the accidents has developed tolerably in most of the industrialized countries, thanks to the promulgation of laws and norms to govern of more just way the performance of the work by means of the different international organizations (Ballesteros, 2011).

Between the main related Organisms with the safety of the workpeople at level we find: The International organization of the Work (OIT), the World Organization of the Health (WHO), the Pan-American Organization of the Health (OPS) and others of scientific character like the OSHA, for its initials in English Occupational Safety and Health Administration (Heredia & Geage, 2012).

The main functions that the related organisms have to the safety of the workpeople are:

The International organization of the Work (OIT): Its main target is “to promote the labor law, to encourage opportunities of decent work, to improve the social protection and to strengthen the dialogue on having tackled the topics related to the work”. (International organization of the Work, s.f.)

The World Organization of the Health (WHO): Its main target is “to redeem a leadership function in the world sanitary matters, to form the agenda of the investigations in health, to establish norms,

to articulate options of politics based on the evidence, to give technical support on having watched the world sanitary tendencies”. (United Nations, 2013)

The Pan-American Organization of the Health (OPS), founded in 1902, is the most ancient agency of international public health of the world. It offers technical cooperation and mobilizes associations to improve the health and the quality of life in the countries of the Americas. The OPS is the special organ in health of the Inter-American System and it acts like Regional Office for the Americas of the World Organization of the Health (WHO). Together with the WHO, the OPS is a member of the system of the United Nations (Pan-American Organization of Health, s.f.)

With the Law of Safety and Occupational Health of 1970, the Congress created the Administration of Safety and Occupational Health (OSHA), in order to guarantee sure and healthy working conditions for hard-working men and women by means of the establishment and the application of norms and the supply of training, inclusion, instruction and assistance (Occupational Safety & Health Administration, s.f.)

According to the International organization of the Work “every 15 seconds, a worker dies because of accidents or illnesses related to the work. Every 15 seconds, 153 workers have an industrial accident”. (International organization of the Work, s.f.).

Undoubtedly, it is a very high number and it is for it that it is necessary that industrialist is invested more in accident control measures and that a protection culture and health is adopted in the work;

but not only the employers are responsible for it, but the workpeople in turn must acquire an entire commitment; since there are a lot of works in which the personnel turns out to be exhibited to place in risk its life as it is the case of the works in construction, works in heights, mining, or heavy machinery, between many others. For such a motive, it is essential that the companies implement systems of occupational health.

The changes on a global scale from the political, economic, social, cultural and environmental ambiences lead us to rethinking and to compromise the Colombian companies so that they are prepared and could confront and expire with the requisites, laws and norms established on the subject of social security, industrial safety and occupational health; this way to diminish the industrial accidents probability and to control the environment and occupational diseases.

According to Lizarazoa, Fajardoa, and other (2010 in 1904, knows the first law in Colombia with regard to the occupational health; at present, there exist systems of protection to the worker based on laws and norms of the legal frame of the substantive code of the work, on international agreements agreed with the OIT; which are reinforced by the diverse educational institutions across courses and specializations in Occupational Health, and the hard fines imposed by the government on those who break with the above mentioned norms.

Its intention, it is to prepare and to attend of efficient form to the related thing to the health of the workpeople, which is still made difficult in countries in development route like ours. (Heredia F. A., 2011)

On the other hand, bearing in mind that for the commercialization of the products of personal protection to national and international level it is necessary to expire with an important request with the demanding quality norms, being supported the following affirmation in the Supreme Decree Nro.18: "The persons, entities, companies and establishments that make, matter, commercialize or use such devices, teams and elements will have to control its quality in institutions, laboratories and establishments authorized to give this service". (Department of Health, 1982)

It is necessary to bear in mind that the employer is the direct person in charge of the health of its workpeople and therefore it is of obligatory fulfillment to develop the program of Occupational Health and Industrial Safety, to provide and to maintain the best working conditions for its personnel, according to resolution established in the decree 1016 of 1989 (University of the Valle, 2009)

1.2. The state of the art

Many years ago, the topic of import of goods in Colombia was a paradigm, in which the perspective to take it to the reality and to materialize it was seen very far; at present with the heyday of new technologies and integration of the international markets, the products commercialization becomes more effective, which allows to lower production costs, improve the quality between others. New needs are created both of consumer and of producer and provider, that is to say, with the integration of international markets expands the market and the vision in the horizon turns out to be wider.

A problem exists in the quality of the industrial services for workpeople of high labor risk, protection of teams at personal level, etc. The import of elements of personal protection, specially of polyurethane gloves for its commercialization and distribution in Colombia it is very little, in fact, in alone Medellin there is a company that brings sales on this product in particular.

The company COLOMBOTRADE being the only one with domicile in Medellin, Antioch, is producing with production plant in South Korea, it is the only one in this city that commercializes the Gloves of Polyurethane, study objects in this investigation:

We are producers of gloves of industrial safety for more than 20 years in South Korea and thanks to our good performance on the local market, to we have allowed to have presence in countries of Asia, Europe, Middle East and recently South America. We are provided with providers in the exterior of products of high quality, necessary to reach the biggest efficiency in the operation of

the national clients. For the purpose of solving problems of functioning or to incorporate productive or technological progress of high quality.

(Comercializadora COLOMBOTRADE, s.f.)

Nevertheless, in Bogota the direct commercialization of import of this product is more competitive, with companies posicionadas on the market, which would be a challenge for AGUCORT to be the representative company on the market in the city of Medellin.

For example, OF BOGOTÁ OF GLOVES AYM; he devotes himself to “the import and distribution of Gloves servant and industrialist, glove points PVC, glove of thread latex, glove polyester latex siliconado I extradie, glove nitrilo nylon, glove nylon polyurethane, gloves in active leather (leather, bait), glove in poli white cotton”. (Cylex.com.co, s.f.)

On the other hand,

Serviguantes S.A.S. is a company founded in the year 1986, he takes as an object the import and commercialization of products of Industrial Safety. It is certified in the norm ISO 9001:2008, which gives guarantee of the quality of the service. Its lines of commercialization and import, they consist of such products of industrial safety like auditory, facial, respiratory, visual protection, gloves, helmets, harnesses, slings, ergonomic belts, aprons and raincoats in PVC, etc.

The main value of the company is the service based on the immediate attention of the needs of the clients. It offers service of integral handling of the elements of personal protection, obtaining with this system profit in costs and opportunity in the deliveries. (Serviguantes, s.f.)

1.3. Exposition of the problem

Agucort is a microcompany in which its target is to keep on growing like company looking for big initiatives in improving its products both in the quality and in its prices, that's why he looks providers from small stone to win potential clients, since in the moment it is not provided with a productive chain for the achievement of the product (gloves in polyurethane - nylon) and this way to be able to satisfy completely its clients, therefore the investigation of this project arises due to the needs and strategies of market of the company Agucort to gain competitiveness, recognition, excellent quality in its products, to reduce costs and to acquire better profit.

It is important to stress that the fact of being able to realize the whole process, minimize costs and times, since, on having had the knowledge, the errors will be less, we will avoid hirings of third and fines will not exist, this way we will see major profitability for the company.

Questions that problematizan the Object of Study:

What are two providers who expire with the Agucort request? What advantages does the company Agucort have on having imported elements of personal protection? What opportunities, threats,

fortitude and weaknesses are had by each of the chosen providers? What are the commercial benefits offered to the providers? What prices are the most suitable for the company Agucort? What provider is provided with the best quality in the product needed by Agucort?

1.4. Justification

This work is realized in order to put into practice all the knowledge acquired across the formation received in the program of international negotiation; across these, one tries to advise of suitable form the company Agucort with the target to think potential providers in the exterior that it helps to be more competitive on the national market.

With base in the politics raised by the Pan-American Organization of the Health, and the World Organization of the Health, as the existing legislation in Colombia where it is promulgated by the obligation to develop programs of attention and prevention to the interior of the companies the same way forming companies for the future with the certification ISO, OHSAS and NTC.

Bearing in mind the changes on a global scale from the political, economic, social, cultural and environmental ambiences they lead us to rethinking and to compromise the Colombian companies so that they are prepared and could confront and expire with the requisites, laws and norms established on the subject of social security, industrial safety and occupational health and this way diminish the industrial accidents probability, control of the environment and occupational diseases

to provide and to maintain the best working conditions for its personnel, according to resolution established in the decree 1016 of the year 1989.

Agucort is a micro Colombian company, with a flexible structure; focused in the generation of solutions, facilitating the work of other companies, across the sale and provisions of wide briefcase of Elements of Personal Protection. For such a motive, it must be competitive on the local market this way to be able to offer to its clients the best products at the best prices; with base in the previous thing it is of big importance for Agucort, to find providers and/or direct manufacturers of the above mentioned products on a global scale, improving this way the prices and the quality for the supply of its current and potential clients.

1.5.Traget

1.5.1.*General tarjget*

Design of a strategy for the company Agucort, looking for high competitiveness on the Colombian market by means of the import of elements of personal protection from China.

1.5.2.*Specific target*

- To evaluate across a documentary analysis two providers on the market of China, who expire with the demand of the company Agucort for the import of elements of personal protection.
- To analyze two providers selected across a counterfoil DOFA this way to determine the provider who expires with the Agucort requests.
- To realize an analysis of prices and quality of the products to determine what provider is the most competitive for the import of elements of personal protection.

1.6.Methodological frame

1.6.1.*Method*

After the providers' study is realized it will be born in mind that, to go so far as to the target to expire for the company, it will have to implement the analytical method which will allow to

analyze possible providers of China for the company Agucort; to analyze the costs, the quality of the products, certifications, forms of payment, delivery times, between others and to define the most viable providers.

1.6.2. Methodology

The skill to be used in the providers' investigation in China is the documentary analysis, since the project is based on the investigated one across databases (Academic Google, Legiscomex, between others), books and newspapers (Briefcase, Money), quotations, this way to be able to come to possible providers of the market of China who could expire with the request of the company Agucort.

1.7. Scopes

There begins for the achievement of a draft in which it arises the idea of finding possible providers for the import of elements of personal protection for the company Agucort, where the target is to find and to analyze the possible providers in the country of China, after this a quotation request is realized on the needed elements of personal protection (gloves in polyurethane and nylon), it is continued in spite of analyzing the cost of the requested elements; after realized the previous thing carries a providers' analysis out in a counterfoil DOFA to determine what the most viable provider is and finally the provider is chosen most adapted to present him to the company Agucort.

2. Execution of the Project

Table 1 Counterfoil problematizadora for the first specific target

COUNTERFOIL PROBLEMATIZADORA FOR THE FIRST SPECIFIC TARGET						
QUESTION OF INVESTIGATION		How to design a strategy across a documentary analysis to two providers on the market of China, for the import of elements of personal protection that fulfills with the requirements the company AGUCORT?				
TARGET OF INVESTIGATION		Design of a strategy for the company AGUCORT looking for high competitiveness on the Colombian market by means of the import of elements of personal protection from China.				
SPECIFIC TARGETS	QUESTIONS SISTEMATIZADORA	UNITS OF ANALYSIS		METHOD	STRATÉGY	INSTRUMENT OF COMPILATION OF INFORMATION
		THE FIRST ORDER	THE SECOND ORDER			
To evaluate across a documentary analysis two providers on the market of small stone who expire with the demand of the company Agucort for the import of elements of personal protection.	What are two providers who expire with the Agucort request?	Documentary analysis	Market research.	Investigation	Compilation of information of possible providers	Web pages, documents, articles, news.
			Providers' identification.			
			Quality analysis.			
¿Qué ventajas obtiene la empresa Agucort al importar elementos de protección personal?		Internal analysis	Competitividad	Investigation	Recolección y análisis de datos internos.	Páginas web, documentos, noticias, investigaciones publicadas.
			Mejorar costos			

Source: Authoress Jenny Martínez Crespo, Magister and Doctor of Economic Sciences

Table 2 *Counterfoil problematizadora for the second specific target*

COUNTERFOIL PROBLEMATIZADORA OF THE SECOND SPECIFIC TARGET						
QUESTION OF INVESTIGATION		What strategies to help so that the company Agucort is more competitive on the Colombian market?				
TARGET OF INVESTIGATION		Design of a strategy for the company Agucort looking for high competitiveness on the Colombian market by means of the import of elements of personal protection from China.				
SPECIFIC TARGETS	QUESTIONS SISTEMATIZADORA	UNITS OF ANALYSIS		METHOD	STRATÉGY	INSTRUMENT OF COMPILATION OF INFORMATION
		THE FIRST ORDER	THE SECOND ORDER			
To analyze two providers selected across a counterfoil DOFA this way to determine the provider who expires with the Agucort requests.	What opportunities, threats, weaknesses and fortitude do the chosen providers have?	Counterfoil DOFA	Opportunities	Investigation	Compilation and analysis of information	Web pages, documents, books, quotations news.
			Threats			
			Fortitude			
			Weaknesses			
	What are the commercial benefits offered to the providers?	Special tariffs	Delivery availability	Investigation	Compilation and analysis of information	Web pages, documents, books, quotations, news.
			Commercial conditions			
			Fulfillment of the international certifications of the products.			

Source: Authoress Jenny Martínez Crespo, Magister and Doctor of Economic Sciences

Table 3 Counterfoil problematizadora for the third specific target

COUNTERFOIL PROBLEMATIZADORA OF THE THIRD SPECIFIC TARGET						
QUESTION OF INVESTIGATION		¿Cuál proveedor es el más conveniente para la importación de elementos de protección personal de acuerdo a un análisis comparativo de precios y calidad del producto?				
TARGET OF INVESTIGATION		Diseño de una estrategia para la empresa Agucort buscando alta competitividad en el mercado colombiano por medio de la importación de elementos de protección personal desde China.				
SPECIFIC TARGETS	QUESTIONS SISTEMATIZADORA	UNITS OF ANALYSIS		METHOD	STRATÉGY	INSTRUMENT OF COMPILATION OF INFORMATION
		THE FIRST ORDER	THE SECOND ORDER			
To realize an analysis of prices and quality of the products to determine what provider is the most competitive for the import of elements of personal protection.	What prices are the most suitable for the company AGUCORT?	Prices analysis	Providers' prices	Investigation	Compilation and analysis of information	Web pages, documents, books, quotations, news.
			Payment conditions			
	What provider is provided with the best quality in the product needed by AGUCORT?	Quality comparison	Product quality analysis	Investigation	Compilation and analysis of information	Web pages, documents, books, quotations, news.

Source: Authoress Jenny Martínez Crespo, Magister and Doctor of Economic Sciences.

What are two providers who expire with the Agucort request for the import of gloves of polyurethane?

To analyze the system of a market it is suitable to structure the needs and priorities that Agucort has in the providers' selection. At present Agucort, only is provided with such national providers like EPP, Gaskets and Packings, industrial Guimar Seguridad and Proextinseg; in which the prices that handle the polyurethane gloves are between \$ 2.500 and \$ 3.000, although principally one looks for good prices, also an ideal quality is estimated in accordance with the requirements proposed by the clients as well as it must expire with the norm ISO 9001, which establishes "The organization must evaluate and select the providers according to its aptitude to give products in accordance with the requisites of the organization"; other one of the main variables for Agucort, is the form of due payment that the sales mostly carry out on credit and in general he looks that the providers establish to him the sales of the same way (on credit) and finally other one of the excellent needs there are the time of delivery, due that manages an approximate delivery time with the clients on order, this delivery is realized between 1 to 8 working days and in general the national providers are provided with the availability for immediate delivery or on order from four to eight working days.

Due to the opportunities that there offers the international trade as better costs and better quality (in general), the above mentioned situation can turn out to be very favorable for the companies, offering the possibility of implementing new strategies to be more competitive with its current and

potential clients. Pero Agucort is not provided with the experience on the international market, as well as on the local market, where it knows the strategies and plans of risk of the disadvantages that could appear in the goods delivery, in the logistic and operational process.

The providers' management is a very important element at present for the companies, it is for it that it is needed managers with excellent skills of negotiation and aptitude to take decisions promptly for the administration of the capital that he goes to invest.

To establish a big group of persons to realize continuous pursuits to the providers and its state of the imported goods, for this it is necessary to bear in mind the following norm like that:

The Company for the Urban Safety (ESU) quoting to the norm ISO 9001:2008 establishes that: "The organization must evaluate and select the providers according to its aptitude to give products in accordance with the requisites of the organization (...)". (International Organization for Standardization, s.f.).

To be able to choose a good provider is not an easy task since there are several elements those that must be born in mind at the time of starting a company, the most important criteria to choose a provider are:

Price.

- Quality.
- Commercial conditions (form of payment).
- Delivery availability.
- Guarantees.

- Reputation.

To visualize providers on the international market, Agucort realizes investigation of possible providers for the import of gloves of polyurethane that serve for the personal protection based on strategic place (China), the minimal units quantity (accessible in quantity for Agucort), you form of payment, quality of the product, unit price and with the possible presorted providers one will proceed to choose the most accessible way for the import that is according to what he needs Agucort.

Specifying providers:

→ Provider 1: Industrial Nano-Metre Limited

- Price of gloves of polyurethane for unitary value: 0,22 USD
- Delivery time: 30 days after deposit.
- Commercial conditions (form of payment): 30 % previous deposit, 70 % when the B/L copy comes.
- Minimal quantity: 2000 dozens
- Quality: Caliber 13, 15, 18

→Provider 2: Jiadeli Safety

- Price of gloves of polyurethane for unitary value: 0,33 USD
- Delivery time: 50 days approximately.

- Commercial conditions (form of payment):30 % previous deposit, 70 % when the B/L copy comes.
- Minimal quantity: 800 dozens
- Quality: Caliber 13

To visualize providers on the international market, Agucort realizes investigation of possible providers for the import of gloves of polyurethane that serve for the personal protection based on strategic place (China), the minimal units quantity (accessible in quantity for Agucort), you form of payment, quality of the product, unit price and with the possible presorted providers one will proceed to choose the most accessible way for the import that is according to what he needs Agucort.

There exist several skills of providers' search where we can have positive results for the contact of the same ones and know the commercial conditions:

Chosen providers:

→ Provider 1: **Nano-Metre industrial Limited**

History of Nano-Metre Industrial Limited:

Industrial Nano-Metre Limited was established in 1998, which has its head office in Shanghai and 3 manufacturers placed in the province of Jiangxi, Jiangsu and Shandong.

Today Nano-Metre has turned into one of the main and professional manufacturers in the safety sector. That centers on the development and manufacture of the gloves supported by immersion of PU, latex and nitrilo. Also of the safety footwears. We have more than 600 employees with experience, 12 lines of modern products and more than 1.000 sets of machines of weaving in the factories.

Also, we are doing big efforts to develop new products to satisfy the different needs, have cooperated with CTC laboratories during more than 7 years, most of the products have achieved the certificate CE. Meanwhile, our company obtained the certification ISO 9001:2008 in the year 2011. (Nmsafety, 2016)

→ Provider 2: Jiadeli Safety:

History of Jiadeli Safety:

JDL Safety is certified by the ISO9001; JDL Safety is a manufacturer and exporter of personal gloves of protection in China. Founded in 2007, JDL Safety has dedicated to giving products and

services reliable and qualified with the production of many years experiences and he is proud of the long term relations with the best raw material providers.

All the products have certificates of CE that can be used safely for the individual.

The factory is placed in Industrial Park Shuangdian de Rudong, province of Jiangsu, which is 2,5 hours ahead of Shanghai. In the year 2008, JDL safety gave a quantum jump to incorporate to sales offices in Shanghai to serve to the bought crescent.

At present it counts with: 300 employees; eleven lines of production, two automatic lines of gloves of polyurethane (PU); six nitrilo lines with latex; 280 machines; 720.000 dozens of production capacity of the month.

It offers the best quality of gloves of work and service. It is provided with a series of tests of teams to assure the quality, to satisfy or to improve the requests in this field. It controls continuously the quality of the raw material up to the production and packed. JDL safety always centers on service the client. (Safety, 2016)

What advantages does the company Agucort obtain on having imported elements of personal protection?

One of the most representative advantages for the company Agucort is to control the whole chain of supplying of the products, under the same short indirect distribution channel, this in turn has effect first of all on having reduced costs having a direct contact with the manufacturer.

Secondly, the value of the product together with the quality plays an essential and determinant role for the success of the commercialization and reception of the product as regards the already existing ones on the national market.

In the third place, there is a benefit for the company on having had the option to implant its own mark to the product, what it will take to a major recognition and commercialization under its registered stamp.

What opportunities, threats, weaknesses and fortitude do the chosen providers have?

Graph 1 Counterfoil Dofa: Provider Nano-Metre Industrial Limited

MATRIZ DOFA-PROVEEDOR NANO METRE		
ANALISIS INTERNO	DEBILIDADES	FORTALEZAS
	<ul style="list-style-type: none"> ➤ Cantidad mínima para importar ➤ Forma de pago 	<ul style="list-style-type: none"> ➤ Servicio al cliente ➤ Certificaciones ➤ Variedad de productos ➤ Tecnología
ANALISIS ESXTERNO	OPORTUNIDADES	AMENAZAS
	<ul style="list-style-type: none"> ➤ Valor por producto ➤ Posición estratégica de la fabrica ➤ Situación económica del país 	<ul style="list-style-type: none"> ➤ Tiempo de entrega ➤ Tipo de cambio

Source: Proper making.

WEAKNESSES:

- Minimal quantity to matter:

The competition in China is aggressive; the companies tend to maintain low prices to be able to be competitive, a low profit margin needs that the provider makes a large number of products to be able to maintain the balance. This is a big disadvantage for small businessmen since they do not have the sufficient capital to be able to buy immediately a large number, the provider in China needs that the client requests large numbers, like minimum approximately thousand dozens of the product.

- Form of payment:

For the kidlings and medium enterprises (Pymes) it is very important to know the different payments means to prepare disadvantages, it is necessary that it is chosen that of better benefits and that it does not cause any problem, not to be defrauded. To choose the most suitable payment method it is necessary to bear in mind the confidence that there is between the buyer and seller, the existing legal norms between the involved countries, the frequency of the operations, and finally the negotiation terms.

Between the international payment means with bank support we find:

- The credit letter: The Credit Documentario or credit Letter is an instrument of payment expressed by a Bank, which on request and in accordance with the instructions of a

- Buying client, he binds to pay (at sight or in term) to a Seller a fixed sum, against the delivery of documents that demonstrate the goods shipment (Bancoldex, 2010).
- Document collections: The exporter gives instructions to a banking institution, which acts like Sender so that another Bank in the exterior proceeds with the values cashing before the importer, with the only commitment to expire with the instructions provided by the exporter. (Bancoldex, 2010).

In this case the provider Nano-Metre Safety stipulates a form of early payment of 30 % and 70 % when there comes the copy of B/L, of big way is a weakness for Agucort, since it would be the first time that would have commercial relations with the above mentioned provider and therefore there would no be a confidence in the commercial relation.

FORTITUDE:

- Service to the client:

The service to the client, is an essential factor at the time of creating a good relation with the clients; a good service consists of many factors, but some of the most important are the honesty, the quality and the agility in the service, in the attention; since this one generates bonds of confidence and loyalty, also it gives a good image and reputation of the company on the market. Bearing in mind this, the company Nano-Metre Industrial Limited, it possesses good weather on the market, to provide rapid, punctual answers and diversity in the communication to facilitate the attention.

- Certifications:

The provider Nano-Metre Industrial Limited has achieved that most of its products count with the certificate CE (European Conformity) certification that allows those sure products to be available on the European market, without defects and of quality, also it is provided with quality certification ISO 9001:2008 that establishes the requisites of a system of quality management, additionally it is provided with certifications CTC, SATRA, TUV, in most of its made products, which offers confidence to the clients.

- Products variety.

Industrial Nano-Metre Limited is provided with big variety of products of elements of personal protection between which, the most out-standing are: Polyurethane gloves, of nitrilo, of nylon, of PVC, cotton between others, what allows him to offer to its clients the opportunity to be able to choose in accordance with its needs and financial potential.

- Technology:

The technology has playing a central role in our societies, especially at the moment of realizing production process in the companies; the study and the implementation of the technology in the industrial safety, allows us to protect the individual without damaging the environment, for which there exist diverse certifications that they indicate that the products are provided with the technological conditions adapted to be commercialized. Industrial Nano-Metre Limited is

provided at present with the certifications that guarantee the use of appropriate technologies and guarantee the quality of its products for the protection and the care.

OPPORTUNITIES:

- Value for product.

This opportunity has a state obliging perspective given to the strengthening that there have achieved the Asian companies and the position of products on a global scale, China has focused in developing its products of better quality and more qualified. Although historically China has been characterized for having a cheaper labor it has strained for increasing the salary of the personnel between 8 % and 13 % in the last ten years like part of its change of economic model, although they have realized these reforms in the country it has kept on demonstrating that it has an economic labor, which favors the companies with its manufacture in China allowing competitiveness in the products from the costs and the added values that the country offers to them. Industrial Nano-Metre Limited is provided with low costs and of good quality for the chosen product since the value for product belongs to USD 0.22 for the gloves in polyurethane, big opportunity for Agucort to come to the final target.

- **Strategic position of the factory**

The strategic position of the organizations is one of the main hardware for its yield, since it allows to the companies to distinguish of the competition and to give him an added value to the product that they offer, answering to the needs of the buyers and to the satisfaction of the same one, in addition to achieving a favorable perception of the clients for the company.

In this case the provider Nano-Metre Industrial Limited has a privileged strategic geographical position since she is located in the city of Shanghai close to the port, being this the port with more movement of containers in the harbors on a global scale what allows a technological structure developed in a few effective standards for better goods mobility being more competitive at commercial level in the port operations. The costs of terrestrial transport at the moment of realizing the import and depending on the negotiated incoterms they would be more economic.

- Economic situation of the country.

China is the second economic potency of the world, the first exporter and it possesses the highest change reservations. The world recession of 2009 has interrupted the rhythm of constant growth that had tackled the country, and there have been evident the limits of a growth focused essentially in the exports. As a result of the world economic deceleration and the fall of the exchanges, the Chinese growth slowed down 7 % in 2015, its level lowest in 25 years. The growth must keep on slowing down in 2016, due to the slowness of the real estate market and of the sector of the construction. (Santander Trade, 2016)

“From June China has experienced two stock-exchange explosions, an abrupt decrease of its exports, the worst fall of the industrial production in years and a devaluation of its currency” (BBC MUNDO, 2015)

Nevertheless, the government has taken reforms measures for re to stabilize the growth in favor of the consumption and the services.

THREATS:

- Delivery time.

This aspect is not so favorable, since the deliveries times are thirty days after the money deposit, in addition to transit and nationalization approximately of forty days for a whole of seventy days, while with Colombian providers it is possible to acquire the goods that is available or of immediate disposition in wine vault, in case of there is no sufficient inventory the maximum answer time he is eight days old, as for delivery time the national providers are more ideal for the answer time in the delivery of the inventory or availability of goods.

- Exchange rate:

Due to the current situation of the dollar, the Colombian economy is submitted to a series of economic speculations by its massive imports consumption as well as the magazine money affirms it “the TRM spent of \$ 3.400 for dollar at the seen levels this week of \$ 3.050, this is good news

for the Colombian companies that they have passive in dollars and for the economy in general because the value of the debts has gone down in terms of dollars and the prices of the goods imported also will show a break if a less price of the currency is supported” but yes very well the dollar due to a few events has been devaluated like “The withdrawal of the exchange rate has come for two circumstantial factors: the first one is the increase of the oil price in the last weeks of the OPEC and other important producers like Russia and Norway they have agreed to freeze its production in the January levels.”¹ by what there is still not guaranteed a stability of the dollar or an insurance of its acquisitive loss, in the current moment for the negotiation of this currency it would be more appropriate that it will become stable to have major benefits in the costs and hence major competitiveness would be had (Magazine Money, 2016).

¹ Date: On March 19, 2016

1. COUNTERFOIL DOFA, PROVIDER JDL SAFETY

Graph 2 Counterfoil Dofa, provider Jiadeli Safety

MATRIZ DOFA-PROVEEDOR JIADELI SAFETY		
ANALISIS INTERNO	DEBILIDADES	FORTALEZAS
	<ul style="list-style-type: none"> ❖ Forma de pago ❖ Valor del producto 	<ul style="list-style-type: none"> ❖ Alta tecnología ❖ Variedad de producto ❖ Servicio al cliente ❖ Capacidad de producción ❖ Certificaciones ❖ Cantidad mínima
ANALISIS EXTERNO	OPORTUNIDADES	AMENAZAS
	Situación económica del país	Tiempo de entrega Tipo de cambio

Source: Proper making.

WEAKNESSES:

- Form of payment.

For this provider its form of payment is 30 % early and 70 % when the copy of the BL comes, it would be a little risky for the company Agucort since it is necessary to accommodate to the trade agreements that the provider stipulates in the quotation for the import of the chosen product.

- Value for product.

The value quoted by this provider for the chosen product (gloves in polyurethane - nylon) is of 0.33 USD the pair, to comparison with other small stone providers it is a quite high regard and it would be a weakness for what the company Agucort is looking as it is to diminish its costs.

FORTITUDE:

- High technology.

The technology becomes a very important element in each of the processes for the times minimization in its production line, it is for it that JDL Safety at present is provided with high technology in its production processes of products of personal protection, with eleven lines of production, two automatic lines of PU, six lines of nitrilo / latex and a line of Polyurethane covered with the line of immersion, 280 machines of weaving.

- Product variety.

Nowadays, if a company wants posicionarse better on the market, not only it has to offer products with a high added value, but also variety; also, the life cycle of these products must change so rapidly as the desires of the clients. (De la O-Ramos, Borja-Ramirez, López-Parra, & Ramírez-Reivich, 2010).

JDL Safety cuenta con una gran variedad de productos de protección personal, donde la empresa Agucort se interesa por los guantes de poliuretano, analizando sus precios y la calidad de su producto.

- Production capacity.

There becomes the biggest activity reached for the achievement of a certain product, after the providers compare we think that the production capacity of JDL Safety is 720.000 dozens per month, which is quite important to provide the necessary quantity of products to satisfy the current and future demand of the current and potential clients of the company.

- Service to the client.

At the moment of acquiring a product the clients like an excellent service completely of being potential consumers for the company, JDL Safety is one of the providers who tells with excellent service to the client answering in an effective way the requests, where it is emphasized in satisfying the needs of the clients turning into an added value.

- Certifications

JDL Safety is provided with a certification ISO 9001 on its quality control of all its products, with services trustworthy and qualified with experience of production. All its products have certificates CE that can be used for all its clients of sure form.

- Minimal import quantity.

After realized a quotation request to the company JDL Safety us shows that the minimal import quantity is 800 dozens of gloves, situation that is very positive for Agucort because he would have to invest less cardinal to initiate with its import processes in contrast to another provider (Friend Metre) who needs a minimal quantity between 1.000 and 3.000 dozens of the product.

OPPORTUNITIES:

- Economic situation of the country.

The economic situation is really important on having realized trade agreements with the country of China, since it is one of the biggest potency where it is provided with the biggest currency reserve, it is one of the countries with an excellent production capacity and good quality, also it is the business center for the countries that want to have commercial relations.

Really China has changed the home demand in the country, that's why China raises the salaries of the workpeople and it is there where the demand rises in accordance with its purchasing power.

THREATS:

- Delivery time.

The delivery time agreed to receive the goods is extremely important for the importer since on this most of its profit depends avoiding debts of delivery and additional costs; the stipulated for JDL Safety is of 50 days a calendar more the time of nationalization of the product, this would be a big threat for Agucort because it is a long time for the commercialization of its product and to bear in mind in the following import processes since it will have to control its inventory more often.

- Exchange rate.

For the company Agucort it is indispensable to bear in mind the current exchange rate for its achievement of payment of currencies to its providers, analyzing and avoiding payments in times of rises of the dollar to reach its target in reducing costs and helping to increase its profit so much in its production costs as it is its sales.

What are the commercial benefits offered to the providers?

The commercial relations between clients and providers must be tied in the flexibility to obtain the biggest collaboration between both, in order to perceive new business opportunities in the future without forgetting the difficult times for both companies sustaining a solid relation, thinking about how to provide a sure and sustainable advantage in the negotiation processes.

A provider can go so far as to benefit in the manufacture of the products in the aspects of buy of raw material for the production, dice in medium-sized or short term will allow him to see demonstrated a fall in the costs or materials of its products benefiting its clients in the buy and resale of the produced materials, such advantages can be contemplated in the circumstantial stages of the market what allows to be a changes variety reaching port to the growth for both companies. For the company Agucort it is important to be provided with variables like availability of delivery of its providers because the model used by the company is to handle an inventor system on order or inventory jousted on time which consists in “a managerial philosophy that takes as a purpose to eliminate all that that represents waste in the activities of buys, manufacture, distribution, in a company.

To assume this type of inventory means to have no space, persons, processes and goods of idle form; it is not to assume anything that does not imply adding value.

This means that the company only produces the goods that has been compromised; it is as if the production of the company was limiting itself to the requested quantity” (School of Industrial engineering, 2013).

What prices are the most suitable for the company AGUCORT?

There is realized an analysis of prices of two providers for the product needed from the company

Agucort like that:

Table 4 *Analyses of prices of the providers*

Provider Nano-Metre Safety	Provider Jiadeli Safety
<ul style="list-style-type: none"> • Price of gloves of polyurethane for unitary value: 0,22 • Delivery time: 30 days after deposit. • Commercial conditions (form of payment): 30 % previous deposit, 70 % when the B/L copy comes. • Minimal quantity: 1.000 dozens • Quality: caliber 13, 15, 18. 	<ul style="list-style-type: none"> • Price of gloves of polyurethane for unitary value: 0,33 • Tiempo of delivery: 50 days approximately. • Condiciones TV/radio commercials (form of payment):30 % previous deposit, 70 % when the B/L copy comes. • Cantidad minim: 800 dozens • Calidad: Caliber 13

In accordance with the analyzed for the company Agucort the most important provider for the import of elements of personal protection, in this case for the polyurethane gloves is the company Nano-Metre where the value for the gloves is of 0,225 USD a pair, the delivery is more opportune, the form of payment and the quantities are identical to what the company is looking, its low prices

and its quality do that this provider is the most interested for the company and to initiate its negotiation processes.

What provider is provided with the best quality in the product needed by AGUCORT?

Because access has not been to a sample of the gloves by any of the providers, a quality comparison is realized in accordance with the received quotations and with the respective title roles of every product this way determines which of two providers is most adapted for Agucort, all this is realized across the caliber that every provider has for the gloves since to major number in the best caliber it is its quality, the provider Friend Metre offers three types of caliber 13, 15, 18 while the JDL Safety offers only the caliber 13. According to the previous thing, we have decided to work with the glove calibrate 15 of Friend Metre, since it is a resistant product, and is not very costly; these qualities make it accessible for Agucort and allow him to offer to its clients good quality.

3. Finds

In the grade work one managed to identify several forms to do an import of small stone, in which one found different suitable and inappropriate forms for the import elements of personal protection. This way it was possible to find difficulties with Chinese providers who do not make themselves comfortable to the needs of Agucort, one of the main difficulties after providers find

was the minimal quantity that they need to realize the first order with a capacity of minimal import of 1.000 dozens in most cases, which one was a difficulty for Agucort, owed that does not possess the capital and the storage capacity for all these available units, although this age one of the biggest difficulties, the price was one of its biggest advantages since the dozen costs 2.70 USD, but on the other hand also it was possible to find a provider with a minimal quantity of 800 dozens and the value for dozen is to 3.96 USD being a little costlier, but more accessible in the quantity.

On the other hand it was possible to demonstrate major difficulties after the providers contacted, since some of them do not possess Spanish language on its respective web pages to visualize the information, that is to say only it was finding available the languages of mandarin and English, although English is a universal language, it is good to handle other languages to facilitate the almost immediate contact without importing the destination, to open the market of future negotiations being more effective, although it was possible only to achieve direct contact with two providers due to the quality of the immediate service that they possess and quality of answer in the requested quotations, in the process of direct contact of the company Agucort to the Chinese provider, it was too complex because only the providers "Friend Metre Industrial Limited and JDL Safety" mentioned were the only ones on having given answer, what allows to be a possible option to import the elements of personal protection using new and future business on the market of China.

4. Conclusions and recommendations

4.1. Conclusions

The most important of a market research is to determine the characteristics, comparative advantages of a market, niche or provider. In accordance with the raised in this work, it was possible to evaluate across a documentary analysis the providers of the Chinese market the companies Friend Metre Industrial Limited and JDL Safety, obtaining like result of the analysis realized in the counterfoils DOFA, that the company Nano-Metre is more competitive in prices, major diversity in the quality of the product (caliber gloves 13,15 and 18). and more agile in the process of delivery of the goods.

As demand of the provider, one finds that the buyer for the first time must realize a minimal buy of 1.000 dozens of gloves, to support a price in the gloves of 0,22 USD, equivalent to \$ 671 COP for every pair of gloves; which would manage to promote Agucort as a company of low prices and very good quality on the Colombian market, since the cost PVP of the same product on the Colombian market ranges between \$ 2.500 and \$ 3.500 pesos.

4.2. Recommendations

1. Because it is the first time that Agucort would deposit to the international market, it is important that checker hires the services of a company or outsourcing that is in charge of investigating or controlling the conformity of the characteristics of the product, to assure the functionality, resistance and conformity of the goods to certain safety regulations in Colombia.
2. To negotiate in China it is necessary to establish confidence relations with the provider, to know the culture, protocols of formality, absolute clarity of the product that is needed, it is necessary to have good commercial relations.
3. In case of checker not to hire a company or outsourcing, to control as far as possible every detail at the moment of realizing a buy to avoid nonperformances of the provider with regard to the product selected by the company.

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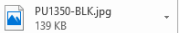
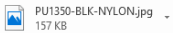
Annex

A. Annex: Quotation Nano-Metre Industrial Limited

Leonardo <info011@nmsafety.com.cn> | 'Agu cort'

答复: SOLICITUD COTIZACION

Este mensaje se ha respondido o reenviado.

Estimado Alis,

Gracias por su correo. Soy leo de Nano-metre Industrial. Somos fabricante profesional de guantes de latex, nitrilo y PU con más de 15 año experiencias.


Adjuntado es la lista de precio a usted para su referencia.


El precio : En base de moneda de USD por una docena por los guantes.
 Minimo cantidad: 2000 docena por los guantes. pero puedes elegir diferente tallas.
 Plazo de entrega: 30 dias despues de deposito.
 Pago: 30% deposito anterior,70% canudo ver el copia de B/L.


Espero que podamos crear una buena y larga relacion con usted.
 Cualquier dudas, me lo pregunta directamente
 Tambien puedes contactarme por la WhatsApp y skype etc.

Un saludo

Leonardo



	PU1350-BLK	Guantes de 13 galgas en el soporte de nylon(poliester) negro, revestido de poliuretano negro en la palma.		MOQ: 1000 docena
		Talla: 7~11"	Polyester liner:	
		CE EN388: 4131	USD2.70/docena	
		tamaño del cartón: 40 x 28 x 48cm		
		Emblaje: 12pares/bolsa, 240pares/cartón		

	PU1350-BLK	Guantes de 13 galgas en el soporte de nylon(poliester) negro, revestido de poliuretano negro en la palma.	Nylon soporte:	Minimo Cantidad: 3000 docena
		Talla: 7~11"	USD3.30/docena	
		CE EN388: 4131	Polyester soporte:	
		tamaño del cartón: 40 x 28 x 48cm	USD2.70/docena	
		Emblaje: 12pares/bolsa, 240pares/cartón		



leo <info011@nmsafety.com.cn>

'Agucort'

答复: SOLICITUD COTIZACION

Hola Alis,

Tenemos calibre de 13/ 15/18, 15 es fino y suave que 13, 18 es mas fino y suave que 15.
Puede verlo pagina a elegir que modelo que le gusta.
Quedo esperando su comentrario.

Un saludo

Leo

发件人: Agucort [<mailto:agucortcormenes@gmail.com>]

发送时间: 2016年4月13日 6:10

收件人: 'Leonardo'

主题: RE: SOLICITUD COTIZACION

B. Annex: Quotation Jiadeli Safety

Sky Ma <sales7@jdlafety.com>

agucortcormenes@gmail.com

RE: QUOTE// COTIZACION

Respondió a este mensaje el 11/4/2016 02:00.

Dear Alis Rodelo,

Thanks for the enquiry.

13 gauge white nylon glove with white PU coated on palm

Price:\$0.32/pair FOB shanghai

MOQ: 800 dozens

Payment terms: 30% TT in advance, 70% TT against copy of BL.

Best regards,

Sky

Dear Alis Rodelo,

For black nylon shell, with black PU ,price is \$0.33/pair FOB

Same price for grey color.

Best regards,

Sky

C. Annex: Interview realized to the teacher Dusan Praj, Magister in International relations.

1. The economy of China in the last two years has had a transcendency different from comparison of last decade. these economic changes that China crosses is it favorable to concentrate on this market and negotiations, or is it better to explore new markets alternatives?
2. The economic change in which one is the market of China is favorable or unfavorable for other markets in which one it has major intervention (example: américa Latin)
3. Is China in the possibility of turning into a business center?
4. If the previous one is positive, it is more suitable to carry on business in China turning into a business center or it will lose competitiveness in the manufacture or commercialization of products. What possibility would exist?