

**UNIVERSITY OF EL SALVADOR.  
SCHOOL OF SCIENCES AND HUMANITIES.  
FOREIGN LANGUAGE DEPARTMENT.**



**TOURISM SPECIALIZATION COURSE 2024.**

**FRESYBITES TOURIST PRODUCT: MADE FOR THE SNACK TRADE  
BASED ON CHOCOLATE- COVERED STRAWBERRIES.**

**PRODUCTO TURISTICO ELABORADO PARA EL COMERCIO DE  
APERITIVOS A BASE DE FRESA CON COVERTURA DE CHOCOLATE.**

**TO OBTAIN THE TITLE OF:**

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## **Abstract**

The present work focuses on an innovative culinary venture called "Fresybites," specializing in chocolate-covered strawberries. This business aims to create a unique and competitive product that not only delights customers but also aligns with environmentally friendly practices. By reading this document, potential investors and consumers will be inspired to explore the benefits of this gourmet treat, recognizing the untapped potential in the culinary market, readers will gain a clear understanding of the product offerings, including variations and seasonal specialties, as well as the logistics of sourcing quality ingredients. Ultimately, this comprehensive examination aims to illustrate how this innovative business seeks to carve out a distinctive space in the culinary market, driven by creativity and a passion for delivering exceptional products to customers.

This document also presents the rationale behind Fresybites and its distinguishing features, setting it apart from competitors. We will discuss our vision for the future, including expectations for growth and the strategies we will implement to ensure customer satisfaction, encouraging repeat visits and recommendations to friends and family.

Furthermore, we will provide a detailed breakdown of the product costs, including the calculations necessary to establish a competitive pricing strategy. Understanding both direct and indirect costs is crucial for maintaining high standards in our offerings. Alongside this, we will unveil our thoughtfully crafted logo and brand name, designed to capture the interest of consumers and create a memorable first impression. This branding is essential for fostering loyalty and differentiating us in the market. Ultimately, this document serves as a foundational step toward establishing Fresybites as a standout player in the gourmet food sector.

## **Introduction**

The exploration of tourism as a pivotal sector, examining the systematic approach required to present a touristic product from the perspective of an entrepreneur or seller is explained in detail along this work. This document delineates the necessary steps to effectively introduce a new offering to the market, including a thorough discussion of the legal permits and regulations that must be navigated to ensure compliance and successful project launch. It is particularly informative for aspiring entrepreneurs within the tourism industry, as it outlines the objectives and methodologies we have meticulously developed throughout this study.

Chapter I, titled "Touristic Product Profile," provides a detailed, step-by-step account of the creation process of our product. This chapter encompasses the strategic framework necessary for successfully presenting our service, drawing on research and insights from emerging entrepreneurs to inspire our approach. Additionally, we will highlight the significance of our product for the public, particularly targeting adventurous tourists eager for exploring new flavors. The geographical context of our product is also examined, offering essential information for international visitors unfamiliar with the region. Finally, we articulate our typology and strategies for human development and sustainability, which will guide our business over the coming years and address the responsibilities and challenges associated with meeting client expectations.

In Chapter II, we delve into the historical landscape of tourism in El Salvador, which serves as a valuable resource for those seeking cultural insights. This chapter also outlines our strategic plan for client retention and acquisition, emphasizing the importance of quality as a foundational principle in establishing a new business. We will discuss the customer service standards we intend to implement, ensuring a welcoming and comfortable experience for all of our customers. These strategies are indispensable for fostering growth and sustainability as entrepreneurs.

Chapter III, titled "Responsibility of the Entrepreneur," emphasizes our commitment not only to our customers but also to the environment and our employees. We acknowledge

the pressing issues of environmental degradation and pollution, and we are dedicated to developing strategies that minimize our ecological footprint. Furthermore, we outline our commitment to providing our future employees with attractive benefits, such as good-based salary and bonus, and a supportive work environment, recognizing the vital role they play in sustaining our business.

In Chapter IV, it is included in its first stage information about the logo, detailing the meaning of each element of it. Second, there is the slogan that would accompany our business. Third, there is the mission followed by the vision. After that, the values that characterize Fresybites are exposed. Then, we present our costing plan, which outlines the pricing structure for our touristic product, grounded in the current economic context of El Salvador. This analysis includes a detailed consideration of all operational costs to ensure affordability for consumers while enabling us to measure profitability. We also emphasize the importance of establishing competitive salaries for our employees that reflect the quality of service we provide. This holistic approach ensures that we remain mindful of both customer and employee needs, thereby fostering a sustainable business model.

**CHAPTER I**  
**TOURISTIC PRODUCT PROFILE**

## **1.1 Objectives**

### **1.1.1 General Objective:**

- ✚ To establish a successful and innovative business specializing in chocolate-covered strawberries that delivers high-quality products while promoting customer satisfaction, brand loyalty, and sustainable practices within the gourmet food market.

### **1.1.2 Specific Objectives:**

- ✚ To create a diverse range of chocolate-covered strawberry offerings, including seasonal and customizable options, to cater to various consumer preferences and occasions.
- ✚ To establish strict quality control measures that guarantee the freshness and superior taste of our chocolate-covered strawberries, enhancing customer satisfaction and repeat purchases.
- ✚ To incorporate environmentally friendly practices in sourcing ingredients, packaging, and production processes, positioning the brand as a responsible choice for eco-conscious consumers.

## 1.2 Justification

The decision to undertake this project focused on chocolate-covered strawberries is rooted in several reasons such as:

The gourmet food sector, particularly the niche of chocolate-covered strawberries, presents a unique market opportunity characterized by growing consumer demand for indulgent and visually appealing treats. As people increasingly seek out high quality, artisanal products for special occasions, gifts, and personal enjoyment, our business aims to meet this demand by offering a premium experience that combines taste and aesthetic appeal.

Moreover, this venture aligns with current trends emphasizing sustainability and ethical consumption. By sourcing high quality, organic ingredients and implementing eco-friendly practices, we can cater to the increasing number of consumers who prioritize sustainability in their purchasing decisions. This not only enhances our brand image but also contributes positively to the environment.

Furthermore, the project allows for creative expression and innovation. By developing a range of flavors and presentation styles, we can differentiate our offerings in a competitive market, fostering a sense of uniqueness that attracts and retains customers.

Lastly, we believe that chocolate-covered strawberries can evoke emotional connections and enhance social experiences, making them an ideal product for celebrations and gatherings. By positioning our brand as a provider of joy and indulgence, we aim to create memorable experiences for our customers, ultimately driving loyalty and word-of-mouth referrals.

In summary, this business is seeking the potential for market growth, alignment with consumer values, opportunities for creativity, and the ability to foster positive social experiences all of which contribute to a promising business venture in the gourmet food industry.

## 1.3 Product Description

### 1.3.1 Product name:

Fresybites is the name of our business, as entrepreneur, we look for a name that is short and playful, making it easy to remember, we consider it crucial for building brand recognition and attracting customers.

We highly believe that "Fresy" evokes the idea of freshness, which is essential for a product like strawberries. It implies that the strawberries used are ripe, high-quality, and freshly prepared, appealing to health-conscious consumers. "Fresy" also evokes the idea of the word in Spanish Fresa, and to make sound cute we left it like Fresy.

Moreover, the term "bites" suggests a delightful and satisfying experience. It conveys the idea of a treat that can be enjoyed in small, delicious portions, making it sound appealing for a range of occasions.

### 1.3.2 Location

Our primary headquarters will be situated at Turicentro Apulo, Villa Vela, near Ilopango Lake, strategically located at an altitude of 440 meters above sea level. This location is approximately 16 kilometers from San Salvador and lies at the convergence of the San Salvador, Cuscatlán, and La Paz departments. From this central hub, we will provide our services, ensuring accessibility for tourists at all times. Additionally, we will offer to cover events to decorate tables with our exquisite indulgences.



Illustration 1: Mapas de Wikipedia, image recovered from: [https://es.wikipedia.org/wiki/Lago\\_de\\_Ilopango](https://es.wikipedia.org/wiki/Lago_de_Ilopango)

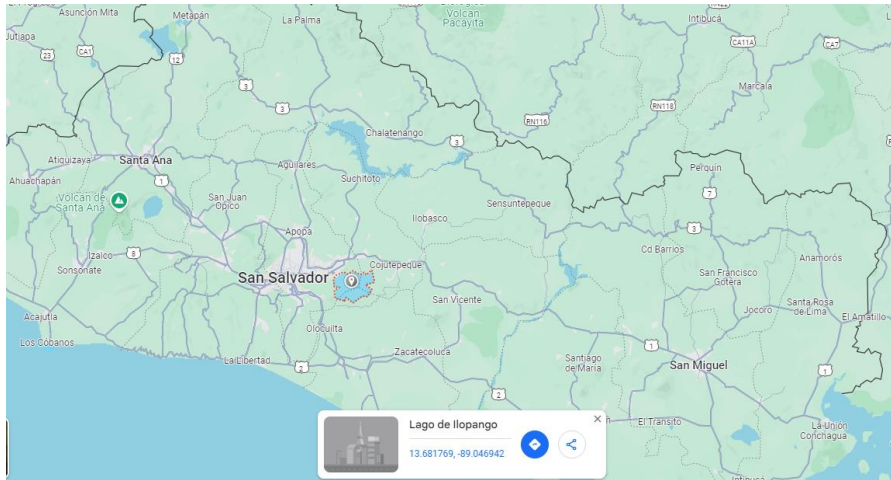


Illustration 2: [https://www.google.com/maps/place/Lago+de+Ilopango/@13.7619535,-88.7711596,9.5z/data=!4m1!1m7!3m6!1s0x8f63491a75db34d3:0xf0d1635ce59b3248!2sLago+de+Ilopango!8m2!3d13.6691843!4d-89.0466016!16zL20vMGd4MG1s!3m5!1s0x8f63491a75db34d3:0xf0d1635ce59b3248!8m2!3d13.6691843!4d-89.0466016!16zL20vMGd4MG1s?entry=tu&g\\_ep=EgoyMDI0MTAxNi4wLWlKXMDSoASAFAQAw%3D%3D](https://www.google.com/maps/place/Lago+de+Ilopango/@13.7619535,-88.7711596,9.5z/data=!4m1!1m7!3m6!1s0x8f63491a75db34d3:0xf0d1635ce59b3248!2sLago+de+Ilopango!8m2!3d13.6691843!4d-89.0466016!16zL20vMGd4MG1s!3m5!1s0x8f63491a75db34d3:0xf0d1635ce59b3248!8m2!3d13.6691843!4d-89.0466016!16zL20vMGd4MG1s?entry=tu&g_ep=EgoyMDI0MTAxNi4wLWlKXMDSoASAFAQAw%3D%3D)

### 1.3.3 Product Service

Fresybites specializes in gourmet chocolate-covered strawberries, offering a delightful treat that combines the sweetness of fresh strawberries with the rich indulgence of high-quality chocolate. Customers can choose from a variety of chocolate coatings, including dark, milk, and white chocolate, with options for unique toppings such as nuts, sprinkles, or drizzles. Perfect for gifts, special occasions, or personal indulgence, our chocolate-covered strawberries are designed to provide a luxurious experience, beautifully presented to enhance their visual appeal. We prioritize freshness and quality, ensuring that each strawberry is carefully sourced and prepared to create a memorable culinary experience.

Here is a table guide of some options our service offer:

Strawberry Size	Chocolate	Topping -any color
Small	Dark	Confetti
Medium	Normal/ milk	Lines
Big	White	sparkles
	Baby pink	Small cookies

Table guide for events:

Fruit	Chocolate	Extras
Strawberries	White	Cookies
Grapes	Dark	Chocolate fountain
Peach	Milk	Flowers
Pear	Combined – You can you any color.	Fresh water of the fruit you choose.

**1.3.4 Service attributes**

Fresybites main goal is to be innovators, leaders and creative in the concepts of gourmet chocolate-covered strawberries, positioning our product in the big market with the best from us.



Illustration 3: Chocolateria Colombiana Ton Amour by Instagram.

Our Fresybites business offers a range of premium services designed to enhance the customer experience. We prioritize quality by sourcing the freshest strawberries and premium chocolates, ensuring a delightful indulgence. Customers can enjoy customization options, selecting their preferred chocolate types and a variety of toppings for a personalized touch. Each order is artistically presented, making our products ideal for gifting and special occasions. We guarantee timely delivery to ensure freshness, while seasonal offerings keep our selection exciting throughout the year. Our dedicated customer

support team is available to assist with orders and provide recommendations.

Additionally, we are committed to eco-friendly practices, using sustainable sourcing and packaging. To further engage our customers, we offer a loyalty program that rewards repeat patronage, fostering lasting relationships.

Every customers should receive from Fresybites: Respect, Sanitizer products, cleanliness, kindness, good prices, responsibility, respect for the environment, promotions, etc.

## 1.4 Typology

### 1.4.1 Gastronomic Tourist

*“There is nothing better like a friend, unless it is a friend with chocolate” – Linda Grayson*

The United Nations World Travel Organization (UNWTO) defines gastronomy tourism as a “type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while traveling.”

Gastronomic tourism can include venues like wine tours, distillery tours, culinary tours, and farm tours. These types of

tours are growing rapidly around the world. According to a study published in 2013, nearly “39 million United States leisure travelers choose a destination based on the availability of culinary activities”.

Those who do not choose the destination based on culinary activities will seek specific culinary activities after the destination is decided upon.

Gastronomic tourism is perfectly suited to meet the needs of age and culturally diverse individuals. Food

is uniquely suited to promoting individual cultures and bringing people from diverse backgrounds together. (EKA, 2021)<sup>1</sup>

Food has always played a vital role in human existence, shaping our identities, lifestyles, and relationships. While the necessity of sustenance is fundamental for survival, the act of eating transcends mere survival, offering a rich tapestry of enjoyment



Illustration 4: Bubba’s restaurant in El Salvador via Instagram.

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<sup>1</sup> Adapted from: What is Gastronomy tourist? By EKA team editors, 2021

and cultural significance. The art of preparing and savoring food has evolved into a unique gastronomic perspective that reflects the traditions and values of each region.

At Fresybites, we are dedicated to providing our customers with the pleasure of indulging in delicious, gourmet chocolate-covered strawberries that are both exquisite and affordable. Our aim is to create a memorable experience for every consumer, as Fresybites has the unique ability to foster connections, evoke cherished memories, and inspire creativity. We believe that our offerings not only satisfy a craving but also enhance social experiences, bringing people together in delightful celebration.

## 1.5 Cultural Tourism

Cultural tourism refers to travel that is motivated by the desire to experience and engage with the culture, heritage, and lifestyle of a particular destination. This form of tourism encompasses a variety of activities, including visiting historical sites, museums, art galleries, and cultural festivals, as well as participating in local traditions, culinary experiences, and workshops.

Key aspects of cultural tourism include:

- 1) **Heritage and History:** Travelers seek to explore a destination's historical landmarks, archaeological sites, and cultural monuments, gaining insight into the region's past and its significance.
- 2) **Art and Performance:** This involves experiencing local arts, music, dance, theater, and other forms of creative expression that reflect the cultural identity of a place.
- 3) **Culinary Experiences:** Food plays a significant role in cultural tourism, with travelers often eager to taste local dishes, learn about traditional cooking methods, and participate in food-related events.

4) **Community Interaction:** Cultural tourism encourages meaningful interactions with local communities, allowing visitors to learn about their customs, values, and ways of life.



Illustration 5: Photo by Mikhail Tenazas for Filipino World Travelers.

5) **Sustainability and Preservation:** Many cultural tourism initiatives focus on promoting sustainable practices and preserving cultural heritage, ensuring that future generations can also experience and appreciate these traditions.

In summary, Fresybytes wants to contribute with our customer that are going to be tourists at the same time, get a chance to know all the history and culture that Ilopango lake offers. In that way they are going to enriched themselves the travel experience by fostering a deeper understanding of the different perspectives of

El Salvador, promoting respect and appreciation for diversity, and contributing to the economic sustainability of local communities.

## 1.6 Strategies for human development and sustainability.

### 1.6.1 Friendly Communication channel:

Optimizing the resource of social networks is intended to improve the conditions of identification and recognition of Fresybytes business, removing it from anonymity and obtaining the attention of consumers. We do not approve the traditional publicity where it cost a lot paper and other material that can contribute to contaminate our environment. That is why we choose this economical and sustainable form of communication design for our product.



Illustration 6: By Municipio de Panama on Facebook

[https://www.facebook.com/photo.php?fbid=1822030674546527&id=470112993071642&set=a.470367339712874&locale=th\\_TH](https://www.facebook.com/photo.php?fbid=1822030674546527&id=470112993071642&set=a.470367339712874&locale=th_TH)

## 1.6.2 Biodiversity awareness

Fresybites pretends that potential customers know the biological diversity that exists in Ilopango Lake. For example, the tour through the Ilopango Lake aims to inform visitors about the conditions in which the lake is, since many people are unaware that this lake has a certain degree of pollution, this situation is alarming because it affects in various ways to the city and local people.

In the first instance, Ilopango Lake, El Salvador, has high concentrations of boron and arsenic this water unsuitable for human consumption. Therefore, there is the deterioration of the ecosystem, in the case of Ilopango Lake, the marine wildlife are affected given that the contamination does not allow them to grow up healthy. In turn damage the birds that feed on them; furthermore, these are not the only ones affected, since there may also be damage to other animal species that consume the water of this lake; it also affects plants as some die and on some occasions these are no longer suitable to be consumed by animals as they can cause some diseases.

Fresybites is committed to raising awareness among tourists about the importance of preserving marine life and the overall health of Ilopango Lake. Through our initiatives, we aim to educate visitors on sustainable practices that protect this vital ecosystem, encouraging responsible tourism that respects the natural environment. By fostering a sense of stewardship for the lake and its wildlife, we hope to inspire our customers to contribute positively to the conservation of this beautiful area, ensuring its vitality for future generations.



Illustration 7: By Pro Lago de Ilopango. Via Facebook  
[https://www.facebook.com/ProLagollopango/photos/a.721218441273437/4574322605962982/?\\_rdr](https://www.facebook.com/ProLagollopango/photos/a.721218441273437/4574322605962982/?_rdr)

### 1.6.3 Fresybites Animal Care Initiative

Fresybites wants to support and improve the lives of homeless animals in our community through fundraising, awareness, and direct support, through out some donation campaigns, a percentage of profits from each sale of chocolate-covered strawberries will be allocated to local animal shelters and rescue organizations. We will run seasonal campaigns to boost contributions, especially during holidays or special events.

Moreover, through our social media channels and in-store promotions, we will educate our customers about the plight of homeless animals, sharing success stories and highlighting the work of local shelters.



Illustration 8: From: Cómo ser voluntario en una protectora de animales: conoce oportunidades en todo el mundo. <https://www.worldpackers.com/es/articulos/voluntario-protectora-de-animales>

**CHAPTER II**  
**CONDITIONING ELEMENTS FOR THE DESIGN OF THE**  
**TOURIST PRODUCT.**

## **2.1 Theoretical framework.**

### **2.1.1 History of Tourist**

The history of tourism can be traced back to ancient times, evolving significantly over the centuries in response to cultural, economic, and technological changes. Early forms of tourism can be seen in ancient Egypt, Greece, and Rome, where people traveled for trade, pilgrimage, and leisure. Notable sites like the Pyramids and the Oracle of Delphi attracted visitors.

According to many historians and anthropologists, business trips were very common among ancient civilizations, with the first trips between Mesopotamia, China, India, and Egypt. These trips caused a cultural change, for example, the Romans adapted and developed elements of the Greek culture, which led to the origin of Greco-Roman culture (Forero, 2016).

#### **2.1.1.1 18<sup>th</sup> Century.**

On the other hand, the concept of traveling for pleasure or exploration has roots in ancient civilizations. In ancient Egypt and Greece, people traveled to participate in religious festivals, sporting events such as the Olympic Games, or to make pilgrimages to shrines. Ancient Rome pioneered the development of tourism infrastructure, building roads and inns that facilitated travel throughout the Roman Empire.

Renaissance marked an important moment in the history of tourism, the revival of arts and culture in Europe during the Renaissance sparked interest in travel for education and cultural enrichment. The Grand Tour, a journey through Europe undertaken by young aristocrats, became popular as a rite of passage.



Illustration 9: [Botticelli, S. (1485). *El nacimiento de Venus*] <https://concepto.de/renacimiento/>

### 2.1.1.2 19<sup>th</sup> Century

However, it was not until the 19<sup>th</sup> century that tourism began to resemble what we know today. During the Industrial Revolution, the advent of the steam engine revolutionized travel, making it faster and more accessible. Railways expanded across Europe and North America, leading to the establishment of organized travel. Economic growth allowed more people, especially from the middle class, to have the leisure time and resources to travel. The development of railways and later steamships made travel more



Illustration 10: A train at Kapellen Station by <https://www.trainworld.be/en/collections/history-of-the-belgian-railways/2-belgium-on-track-19th-century>

accessible and safer. During this period, the first travel agencies, such as Thomas Cook, were founded to organize excursions and travel packages. (Ueli Gyr, 2010)

Thomas Cook, often credited as the father of modern tourism, Thomas Cook organized the first package tour in 1841, which included transportation, meals, and accommodations. This marked the beginning of commercial tourism.

Another event that also influenced the development of travel is the fall of the Roman Empire, during the Middle Ages, as this event caused a setback as travel continued to focus on barter and trade; however, a new way of traveling arises due to Islamism and Christianity pilgrimages, which gives rise to the crusades whose objective was to take the sacred territory of the Arabs for the Christians (Forero, 2016). Merchants who often financed religious companies also traveled on pilgrimages, making excursions to the Holy Land, Venice and the road to Santiago de Compostela possible. This event gave rise to the creation of maps and pilgrimage routes which showed all kinds of services to travelers (Forero, 2016).

### **2.1.1.3 Late 20<sup>th</sup> century and early 21<sup>st</sup>**

The 20<sup>th</sup> century to the early 21<sup>st</sup> century marked a transformative period in the history of tourism, characterized by significant advancements in technology, shifts in consumer behavior, and the globalization of travel. After World War II, a combination of increased disposable income, more leisure time, and the rise of the middle class led to a boom in leisure travel, particularly in Western countries. The introduction of commercial aviation revolutionized long-distance travel, making it faster and more accessible, while the development of the interstate highway system facilitated road trips and domestic tourism in the the world. Travel agencies flourished, offering packaged holidays that included transportation, accommodations, and activities, which simplified the travel planning process for consumers. The rise of popular destinations, such as the Mediterranean, Disneyland, and tropical resorts, contributed to mass tourism, where large groups of people sought out sun, fun, and relaxation. In the late 20th century, the advent of the internet further transformed the industry, enabling travelers to research destinations, compare prices, and book trips independently, leading to a more personalized travel experience. The early 21<sup>st</sup> century saw the emergence of niche tourism markets, including ecotourism and adventure tourism, as travelers increasingly sought authentic experiences and cultural immersion. However, the COVID-19 pandemic profoundly impacted global tourism, prompting a reevaluation of travel practices and a shift toward health and safety concerns, sustainability, and local tourism, shaping the future of the industry.

#### 2.1.1.4 COVID-19 and tourism

The outbreak of COVID-19, labeled as a black swan event, causes significant damage globally due to its fatality. The COVID-19 pandemic has expanded across the world by creating shocks in almost all the industries due to the restrictions, curfews, stay-home and work-from-home policies, and quarantines. As a result of the health and economic crisis with the COVID-19 pandemic, the tourism sector got severely affected. The UNWTO has estimated a loss of approximately 1.1 billion international tourist arrivals, with a loss of US\$ 910 to 1.1 trillion export revenues and 100-120 million jobs due to the wider spread of the novel coronavirus. (S H T, Kumudumali, 2020)<sup>2</sup>

The tourism industry has been massively affected by the spread of coronavirus, as many countries have introduced travel restrictions in an attempt to contain its spread.(BBC Business News, 2020)<sup>3</sup>

Travelers became more cautious, prioritizing health and safety. There was a shift toward domestic tourism and local experiences as people sought safer travel options. Additionally, preferences leaned toward open spaces and nature, with many travelers favoring road trips over international flights.



Illustration 11: Economic impact of COVID-19 on tourism and remittances: Insights from Egypt  
<https://www.ifpri.org/blog/economic-impact-covid-19-tourism-and-remittances-insights-egypt/>

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<sup>2</sup>Adapted from: Impact of COVID-19 on Tourism Industry: A Review by S H T, Kumudumali

<sup>3</sup> Adapted from: BBC Business News, Restrictions for Coronavirus, 2020

## 2.2 Tourism History of El Salvador

### 2.2.1 Origins of the tourism

The starting point of tourism in an organized and systematic way in the country began in the 1960s'. The first official entities to promote tourism were created in those days. The Salvadoran Institute of Tourism (ISTU, Spanish acronym) was created in 1961, as an official governing entity. Its main responsibilities included the creation of projects to promote the development of the sector, the regulation of tourist enterprises, the management of the national resources and the presentation of regular reports on the progress of the sector (Bacci, 1993).

In 1979, El Salvador underwent a civil war that lasted until 1992. With the increase in violence, the country was no longer considered safe for travel, and the tourism sector was decimated. Upon the war's end, El Salvador began to recover, but the country's image as a tourist destination had been marred by the war.



Illustration 12: by PR Watch, Brendan Fisher, 2012  
<https://www.prwatch.org/news/2012/08/11710/us-funded-war-el-salvador-casts-shadow-over-romneyryan-campaign>

On top of that, the civil war was a destabilizing force socio-politically - food insecurity, poverty, and gang violence filled the vacuum left behind. The specter of past-militarized violence, and the lived experience of current more decentralized violence, further broke down the ability for the tourist sector to rebuild after the war. More change that is drastic was needed. (Alfaro, 2024)

### 2.2.2 Recovery

Following the civil war, El Salvador focused on rebuilding its tourism sector. The government and private sector began promoting the country's rich history, cultural heritage, and natural attractions, including its beaches, volcanoes, and archaeological sites. In the late 1990s and early 2000s saw a rise in adventure and eco-tourism, with increasing interest in hiking, surfing, and exploring the country's biodiversity. Destinations like La Libertad for surfing and Ruta de Las Flores for eco-tourism gained popularity.

In recent years, the current administration of President Nayib Bukele has implemented policies focused on improving security throughout the country, significantly boosting tourism. Simultaneously, various strategies have been deployed to improve infrastructure and revitalize key tourist destinations, with the restoration of the Historic Center of El Salvador being one of the most notable transformations.

The recent implementation of the National Tourism Plan 2030 presents a series of strategies to be developed in the coming decade to bolster the tourism sector as one of the main socio-economic engines of the country. Marketing strategies have been an essential part of tourism growth thus far and they constitute some of the action in Plan 2030. Building tourism in El Salvador would put it on the international radar and motivate investment, thus generating employment and benefiting the overall economy.



Illustration 13: by Osmaro A. to La Britany.com <https://labritany.com/crecimiento-turismo-el-salvador-2024/>

## 2.3 Natural Resources of the Destination Area

### 2.3.1 What are natural Resources?

Natural resources can be defined as the resources that exist (on the planet) independent of human actions. These are the resources that are found in the environment and are developed without the intervention of humans. Common examples of natural resources include air, sunlight, water, soil, stone, plants, animals and fossil fuels.

Natural resources are naturally occurring materials that are useful to man or could be useful under conceivable technological, economic or social circumstances or supplies drawn from the earth, supplies such as food, building and clothing materials, fertilizers, metals, water and geothermal power. For a long time, natural resources were the domain of the natural sciences. (ByJus, 2020)

Natural resources fall into three categories: perpetual renewable resources, intermediate renewable resources, and non-renewable resources. Furthermore, we can divide renewable resources into perpetual and intermediate categories.

#### Perpetually Renewable Resources

Perpetually renewable resources are the easiest resources to understand; these are natural resources that are constantly replenished by the Sun and Earth's natural processes. Together with geothermal energy (heat from the Earth's interior), the Sun's perpetual energy powers the winds, ocean currents, precipitation and most of the Earth's plant life. It is perpetually renewable in the sense that no matter how much we use in terms of human time-scales the Sun and the Earth will always make more.

#### Intermediate Renewable Resources

Intermediate renewable resources are only renewable resources if we do not use them too quickly. They are resources such as freshwater, soil, crops and trees for timber. If we did not use them, they would be perpetually renewable, but because they require time (on human time-scales) to regenerate or grow, we can overuse them until they are no longer available.

### Non-renewable Resources

The last category of natural resources are the non-renewables. These resources will not regenerate on human time-scales. Once they have been depleted, they will no longer be available and no more will be made. The most common examples of non-renewable resources are fossil fuels, so-called because processes that take millions of years created most. Fossil fuels include crude oil, natural gas, coal and uranium. (Central Queensland University, 2021)

### **2.3.2 Natural Resources in El Salvador**


El Salvador is rich in natural resources that contribute to its economy and biodiversity. The country features fertile volcanic soil, which supports agriculture, particularly the cultivation of coffee, sugar, and corn. Its diverse ecosystems include tropical forests, coastal areas, and mountainous regions, home to a variety of flora and fauna. The country also has significant water resources, including rivers and lakes, which are vital for irrigation and hydroelectric power generation. Additionally, El Salvador's beaches along the Pacific coast are renowned for surfing and tourism, further highlighting the value of its natural landscapes. Overall, these resources play a crucial role in sustaining local livelihoods and promoting economic development.

### Natural Resources in Ilopango Lake:



Illustration 14: Parque Recreativo Apulo by <https://elsalvador.travel/destination/apulo/es/>

The Ilopango Lake in El Salvador is rich in natural resources and plays a significant role in the local ecosystem and economy.

 **Water Resources:** The Lake serves as a vital water source for surrounding communities, providing drinking water and supporting agriculture through irrigation.

- ✚ **Biodiversity:** Ilopango is home to various aquatic and terrestrial species, including fish, birds, and other wildlife, contributing to the region's biodiversity.
- ✚ **Tourism and Recreation:** The Lake's scenic beauty attracts tourists for activities such as fishing, boating, and water sports, which stimulate the local economy.
- ✚ **Geothermal Potential:** The volcanic activity in the region suggests potential for geothermal energy development, which could provide a sustainable energy source for the area.

In summary, the Ilopango Lake's natural resources are crucial for local livelihoods, environmental health, and economic development.

**2.3.3 Location in the tourist map** Lake Ilopango is a crater lake, which fills an 8 by 11 km (72 km<sup>2</sup> or 28 sq. mi) volcanic caldera in central El Salvador, on the borders of the San Salvador, La Paz, and Cuscatlán departments. (Encyclopedia Britannica, 2012)<sup>4</sup>



Illustration 15: Ubicación lago de Ilopango by El Salvador es hermoso.  
<https://elsalvadoreshermoso.com/lago-de-ilopango/>

<sup>4</sup> Adapted from: Lake Ilopango by Enciclopedia Británica, 13 de Julio de 2012.

## 2.4 Cultural Identity

Understanding cultural identity is important because it helps foster empathy and respect for different backgrounds, leading to more harmonious interactions and relationships.

Culture, refers to the beliefs, norms, behaviors, and values that a given group of people deem acceptable. Whereas identity is about knowing what is acceptable and true for yourself. We form a cultural identity when we subconsciously interpret and incorporate signals from the world around us into our own identity so we can belong.

Your cultural identity is a critical piece of your personal identity (and worldview) that develops as you absorb, interpret, and adopt (or reject) the beliefs, values, behaviors, and norms of the communities in your life. (Wilson, 2024)<sup>5</sup>

Important parts of your cultural identity are shaped due to your affiliation with any number of groups or cultural patterns, some of which we (as a culture) assign to you at birth, such as your: family of origin, race(s), local community, geography, gender, religion, sexuality, generation, physical ability, nationality, language. (Wilson, 2024)

### 2.4.1 Gastronomy

#### *The Famous "Pescaditas"*

In Apulo, the term "ejotes" refers to a distinct culinary specialty, differing from the green pods typically consumed with eggs or in soups. Here, "ejotes" designates a type of fried fish that is traditionally enjoyed by both tourists and local residents around Lake Ilopango. This dish is typically served with tortillas, salt, and lemon, and is available as either an appetizer or a main course.

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<sup>5</sup> Adapted from: What is Cultural Identity and Why is it Important? By Victoria Wilson to Exceptional Future.



The local population of the Lake Ilopango area has a longstanding tradition of consuming this particular fish, which is exclusively caught at night. Its commercialization spans the entire Apulo region, where tourists visiting the boardwalk and the tourist center can savor this local delicacy.

Illustration 16: Pescaditas de Apulo by La prensa Gráfica,  
<https://www.laprensagrafica.com/elsalvador/Los-ajotes-el-plato-insignia-de-Apulo-20230927-0040.html>

### *Restaurants in the shores of Malecon Apulo:*

Many restaurants offer their wide menu for tourists such as chicken soup, grilled chicken, and grilled beef loin, along with rice, salad, guacamole, cheese, chimol, and tortillas. Moreover, of course their most popular dishes Garlic Shrimp, garlic fish, fried fish and the pescaditas.



Illustration 17: <https://elurbano.news/nacional/nada-como-el-pescado-frito-para-recordarnos-dias-felices-en-nuestras-playas/>

## 2.4.2 Legends



<sup>6</sup> Lake Xilopango (Ilopango), along with other similar springs located at the base of the volcanoes, was originally consecrated to water spirits. The ancient Toltec civilization, whose remnants were dispersed across various regions by the twelfth century, brought with them a pantheon of deities to whom they dedicated a superstitious worship.

Among these deities was Tlaloc, revered in Mexico as the god of lightning and the storms that herald the nourishing rains. His consort, Xochiquetzali—known as Matlalcuaya in Tlaxcala, or the Lady of the Blue Dress—also received significant veneration, particularly in various regions of Central America. Annually, during the season of corn maturation, four young women from noble families were selected for sacrifice to the goddess. Adorned in festive attire and crowned with flowers, they were carried on an ornate litter to the edge of the sacred waters, where the sacrifice took place.

Priests clad in flowing robes, their heads adorned with feathered mitres, led the procession in front of the litter, holding metal braziers filled with burning copal incense. The town of Xilopango, renowned for its temple, was adjacent to the lake of the same name. The etymology of "Xilopango" refers to tender corn (xilot), linking it to the goddess Xochiquetzali, to whom the young victims were offered, as if cast into an abyss from the summit of the rock. At the moment of this inhumane sacrifice, the priests addressed each of the four virgins, seeking to alleviate their fear of death by painting a vivid picture of the joys they would experience among the gods. They urged them to remember their homeland and implored the divinity to ensure favorable harvests for the future. (Archilla, 2022)

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<sup>6</sup> Illustration 18: <https://aztecas.top/religion-y-creencias/dioses/xochiquetzal-la-diosa-azteca-de-la-belleza-y-el-amor/>

### 2.4.3 Festivities

#### *Patronal Festival in Honor to Virgen de los Dolores*

The patronal festivities are held annually from September 7 to 18. On September 14, taking advantage of their abundant natural resources, the community dedicates a special day for the Virgin of Sorrows to cross Lake Ilopango as part of the celebrations. This Virgin, also known as the Virgin of Bitterness, Pity, or Anguish, is particularly honored on September 15, when a Eucharist is celebrated to give thanks for the blessings received.

As dusk falls in the canton of Dolores de Apulo, the waters of Lake Ilopango become a conduit for the Virgin of Sorrows, transporting her to Joya Grande in La Paz. There, the residents eagerly await the arrival of their patron saint, celebrating with music and festivity. The community of Joya Grande actively participates in the reception of the Virgin of Dolores, who is initially honored as the chief captain of the entrance, overseeing the festivities throughout the night. (Zaldaña, 2023)<sup>7</sup>



Illustration 19: by La Prensa <https://www.pressreader.com/>

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<sup>7</sup> Adapted from: La virgen de los Dolores cruzo una vez más el Lago de Ilopango to TCS Ahora.com

## 2.4.4 Syncretism

**Syncretism** is the process through which different cultures are combined to create a new subculture. Cultural syncretism is characterized by the forsaking or altering of a group's ethnic identity or primary status in their community. The main characteristics of cultural syncretism are:

- ✚ Alterations in a community's ethnic identity
- ✚ Alterations in a community's expression of identity
- ✚ Alterations of cultural priorities and practices, including cessation of previous traditions or introduction of traditions from other cultures. (Hepler, 2023)<sup>8</sup>

Syncretism in the Lago de Ilopango region reflects the blending of indigenous beliefs with Spanish colonial influences, particularly through religious practices. This cultural fusion is evident in the way local communities celebrate their patron saint festivities, such as those dedicated to the Virgin of Sorrows.

*Día de los muertos:*



Illustration 20:  
<https://www.laprensagrafica.com/elsalvador/Salvadorenos-recuerdan-a-sus-seres-queridos-que-va-fallecieron-en-el-Dia-de-los->

In pre-Hispanic times, the cult of death was one of the basic elements of the culture. When someone died, they were buried wrapped in a mat and their relatives organized a party to guide them on their journey to Mictlán. They also placed food that they liked in life, with the belief that they could get hungry.

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<sup>8</sup> Adapted from: Cultural Syncretism Definition by Reed Hepler to Study, 2023.

Its origin is located in the harmony between the celebration of Catholic religious rituals brought by the Spanish and the commemoration of the Day of the Dead that the indigenous people had been doing since pre-Hispanic times; the ancient Mexicas, Mixtecs, Texcocans, Zapotecs, Tlaxcaltecs, Totonacs and other peoples.

In El Salvador, the festivities include decorating the graves with flowers and often making altars on the tombstones, which in indigenous times had great significance because it was thought that it helped guide the souls to travel a good path after death.

#### *Curanderismo:*

This practice combines indigenous herbal medicine and spiritual healing with Catholic prayers and rituals, reflecting a blend of pre-Hispanic and Spanish healing traditions.

It encompasses a holistic approach to health, combining physical, emotional, and spiritual elements. Curanderos (healers) use a blend of indigenous and Spanish medicinal practices, drawing on herbal remedies, rituals, and spiritual guidance to treat a range of ailments. The adaption here is the religious side from the Spanish conquest who bring the religious, so nowadays people combine these medical practices with catholic prayers.

Curanderismo remains an important aspect of cultural identity for many, representing a rich heritage of healing practices that continue to evolve and adapt in contemporary society.

## **2.5 STRATEGIC PLAN: QUALITY CONTROL AND CUSTOMER SATISFACTION**

### **2.5.1 Quality Control**

Quality refers to an essential or distinctive characteristic, property, or attribute; it encompasses the degree of excellence or superiority associated with a product or service. It is important to note that "quality" does not simply denote "the best" in an absolute sense; rather, it signifies the suitability for specific target groups of customers. When a product or service meets or exceeds customer expectations, it can be considered to have achieved a satisfactory level of quality.

As part of our quality control, Fresybites is compromise to inspect strawberries for freshness, firmness, and uniform size and check for blemishes, discoloration, or signs of spoilage. Furthermore, verify the quality and freshness of chocolate and other coatings and for the proper storage conditions (temperature, humidity). As the same time, we ensure strawberries are thoroughly washed and dried to remove pesticides and contaminants.

**CHAPTER III:**  
**RESPONSIBILITY OF THE ENTREPRENEUR.**

## 3. Profile of an entrepreneur

### 3.1 Definition of Entrepreneur:

An entrepreneur is someone who identifies a need in the market and creates a business to address that need. They often take on financial risks to bring their ideas to life, seeking to innovate and create value. Entrepreneurs are characterized by their creativity, resilience, and ability to adapt, often driving economic growth and job creation in the process.

### 3.2 Types of entrepreneurs:

Fresybites a small entrepreneur guided by passionate, necessary, success and visionary.

- ✚ People in El Salvador needs to start thinking gift a fancy and delicious snack like the Fresybites where all the love, the fresh of the strawberries and exquisite chocolate are combined.
- ✚ Fresybites always sees for opportunities where no one else has seen it and we are willing to implement each of these ideas; the ideas and vision of how we could turn our business into a dream come true.

#### **3.2.1 Small Business Entrepreneurs**

These entrepreneurs operate local businesses that serve a specific community or market. Examples include restaurants, retail shops, and service providers like salons and plumbing services. Their primary goal is often to sustain a livelihood and support the local economy rather than to scale aggressively. They typically focus on customer relationships and community engagement, emphasizing quality service over rapid growth.

Fresybites is born with the idea of small local at Ilopango Lake, where we can reach some tourist that visit every day this beautiful place and they can enjoy these exquisite strawberries or they can reach us to create the perfect gift for that special person.

#### **3.2.2 Social Entrepreneurs**

Social entrepreneurs focus on creating social value rather than solely pursuing profit. They address societal issues, such as poverty, education, or environmental sustainability, through innovative solutions. Their ventures often operate as nonprofit organizations or hybrid models that combine profit and mission. Examples include organizations that

provide clean water solutions in developing countries or companies that prioritize ethical sourcing and fair trade practices.

Fresybytes consider a social entrepreneur because we seek to create awareness of the use of plastic, delicious snacks where people's habits cannot be affected, and the importance to take fresh fruits and always with the right amount per day instead of any other salty snack that with time could be dangerous not only to our environment as well our health.

### **3.2.3 Lifestyle Entrepreneurs**

Lifestyle entrepreneurs create businesses that align with their personal interests, values, and desired lifestyles. Their primary goal is to achieve a work-life balance rather than to pursue aggressive growth. Examples include bloggers, travel consultants, and artisans who sell handmade goods. These entrepreneurs often prioritize passion over profit, focusing on creating a business that allows them to enjoy their lives while pursuing their interests.

As we mentioned before, Fresybytes, not only is looking to chance people's preferences by replacing their choices in snacks and gifts, but also seeks to motivate people through our advertisements in our local and social media to take care of our environment by reducing the use of plastic and taking care of our trash. In that, way we can protect the lake for aggressive and toxic products that must affect marine life. Besides, we are planning that our clients can learn closed the process of the preparation of our delicious strawberries and it that way help other people to create their own ideas.

### **3.2.4 Creative entrepreneurs**

A creative entrepreneur is someone who seeks innovative solutions, knows that there are no crazy ideas, and dares to step out of their comfort zone to achieve better results in their projects. (Stefania Gil,2024)<sup>9</sup>

The main goal of Fresybytes is to provide people a fancy, fun, creative and exquisite way to get a snack or give it as a gift, where they can go with a basic and classic idea to exotic and exquisite combinations and decorations. We are very flexible with personalized your

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<sup>9</sup> Adapted from: *what is a creative entrepreneur?* Article by Stefania Gil, February 2024

ideas and decorations, we also count with a wide catalogue with various options where you can inspire and make your ideas a reality.

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Illustration 17: Tonamour\_bog by Instagram.

Each type of entrepreneur brings us a unique approach to our business, influenced by our goals, resources, and market needs. Understanding these distinctions, we are aspiring entrepreneurs who could identify our path and align our efforts with our personal and professional aspirations.

### **3.3 Entrepreneurial ecosystem**

The entrepreneurial ecosystem is a set of social, economic, cultural, and political factors that influence the development of entrepreneurs and small businesses. Commonly recognized components of an entrepreneurial ecosystem include finance, business support, public policy, markets, human capital, infrastructure, research and development (R&D), and culture, but it is their strength as an interconnected whole that determines the health of the ecosystem and its capacity to support entrepreneurs.

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<sup>10</sup> Photography by Chocolateria Ton amour, Colombia.

### **3.3.1 Entrepreneurial Ecosystem Factors**

- **Finance:** Includes the various capital and lending options available to businesses, including debt and microenterprise, venture, angel, and private equity.
- **Business Support:** Is comprised of the individuals, institutions, and organizations that ease business creation and expansion, including professional services, associations, classes, mentors and incubators, and the resources that these services provide.
- **Markets:** Are the domain of consumers interested in a defined set of products and services, and can range from local to global. This also includes access to markets, customers, and distribution channels.
- **Human capital:** Reflects the quality and quantity of the workforce and the institutions that educate and train the individuals who comprise it.
- **Culture:** Consists of the individual and collective values and attitudes that contribute to supporting local entrepreneurship. Culture includes risk tolerance, commitment to innovation, eagerness to celebrate success and outlets through which progress can be celebrated. This also includes how entrepreneurs are portrayed, thought of, and how they view themselves.
- **Public policy:** Consists of the laws and regulations that influence the ability to start and grow a business. This includes local regulation and government support as well as state and national policies. (Business Oregon)

### **3.3.2 Our entrepreneurial Ecosystem Factors**

**3.3.2.1 Finance:** The business is plan to start with a small amount of own money coming from personal jobs and savings.

Besides that, El Salvador counts with a benefit program to young people where they support small businesses called "Joven Emprende" through CONAMYPE<sup>11</sup> institution where they offer:

- Support for creating companies.
- Entrepreneurial training.

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<sup>11</sup> Acronym in Spanish, meaning: Comisión Nacional de la Micro y Pequeña Empresa.

- Network development
- Financing management (Portal de Transparencia, CONAMYPE)

Fresybites is considering applying to this program to obtain the benefits that this program offers.

### **3.3.2.2 Business Support:**

In this section, we can highlight some organizations that can support our business such as: Association of Women Entrepreneurs in El Salvador: they are a non-governmental organization that promotes the business and personal development of Salvadoran women. (Mujer-es, 2024)<sup>12</sup>

Moreover, Association of entrepreneurs of via vela give us the support to receive our small business in the community.

### **3.3.2.3 Markets:**

**- Costumers:** Fresybites it is aim to reach customers from any age gap, whoever want to enjoy a delicious snack or want to gift something beautiful to their beloved ones are more than welcome in our business. In addition, people passionate for the good of our environment and want to reduce the use of plastic, and the last ones, people who love to enjoy beautiful landscapes.

**-Distribution Channels:** Fresybites is going to be known in Ilopango Lake, with big signals with the right location of our business with arrows that guide tourist from the entrance of the place to where our local is located inside and a cellular number is available for any order.

**-Social media:** Fresybites have active accounts in all social media, where promotions and innovations are post every day. Messages for any order, any doubts are going to be responded by any of our staff at time.

### **3.3.2.4 Human Capital:**

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<sup>12</sup> Adapted from: Fortaleciendo el liderazgo de las mujeres by Red de mujeres empresarias en El Salvador.

-Fresybytes keep a strong business relationship with strawberries distributors, in which we helped each other to keep our business up and running.

-Well-trained people: We take care of our employees; a good training and extensive preparation to get our customers always get the best experience satisfying and fun.

### **3.3.2.5 Culture:**

Passion, Innovation, leadership, creativity, enthusiasm, confidence and motivation are skills that characterize us as entrepreneurs. As Fresybytes, we have high standards in values to treat our customers the best way possible, with respect and nondiscrimination.

Our cultural environment and human capital make my entrepreneurial ecosystem one of the best in the market. The existence of qualified labor is essential for our ecosystem we pretend to maintain an excellent environment with respect to human capital; it will guarantee offering a quality product and satisfying customer needs.

Optimizing the cultural environment of our area is the key to offering a differentiating experience, in that way, our clients are able to find experiences unique like nowhere else can offer, which is why it is important that it be part of our ecosystem. Besides, we compromise to keep innovating our products and our quality to satisfy our customers.

### **3.3.2.6 Public Policy:**

El Salvador counts with many laws, projects, policies that support small enterprises such as:

-National Policy for the Development of Micro and Small Enterprises<sup>13</sup>-

CONAMYPE

The main purpose of the Policy is to increase the competitiveness, productivity, sustainability and associativity of MYPE, in order to improve their capacity to generate jobs and add value to production.

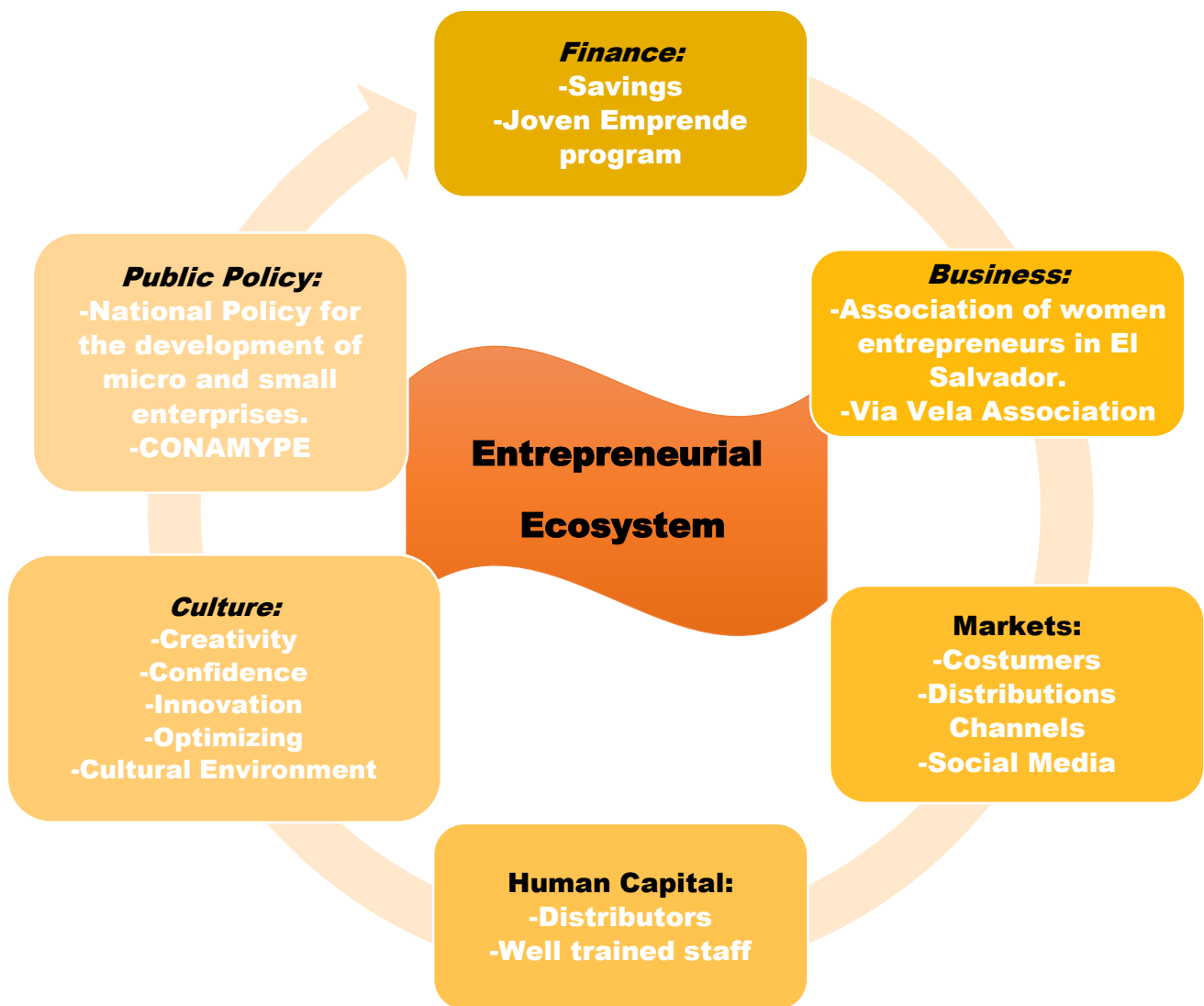
To this end, it seeks to promote their integration in conditions of gender equity, environmental commitment and from a territorial perspective, into the formal economy of

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<sup>13</sup> Adapted from: Política Nacional para el Desarrollo de la micro y pequeña empresa, Ministerio de Economía.

the country, through the creation of a favorable environment, so that they become key players in the new national development, integral, democratic and inclusive.

### 3.3.2.7 Entrepreneurial Ecosystem Map:



### 3.4 Responsibility of an Entrepreneur

The responsibilities of an entrepreneur encompass a multifaceted range of tasks that are crucial for the success of their business. At the core, entrepreneurs are responsible for crafting a compelling vision and strategic direction, which serve as a guiding framework for all business activities. This involves making critical decisions across various domains, such as:

- Operations
- Marketing
- Finance

Ensuring that resources such as financial, human, and physical are managed effectively to optimize productivity and growth.

Entrepreneurs must also identify and mitigate risks, navigating uncertainties inherent in business ventures. Adhering to legal and ethical standards is paramount, requiring a keen understanding of regulatory compliance. As leaders, they must foster a positive organizational culture, inspiring and motivating their teams while cultivating an environment of innovation and collaboration.

Building and maintaining strong relationships with stakeholders, including customers, suppliers, and investors, is essential for growth and sustainability. Ultimately, successful entrepreneurs embrace a mindset of continuous improvement, actively seeking feedback and adapting their strategies to meet market demands and customer needs. This holistic approach is vital in driving the long-term success of their enterprises.

### 3.4 Competences and characteristics of the Fresybites entrepreneur

Competences	Characteristics
Problem-Solving	Fresybites is aware of problems and we as a team are willing to identify problems and develop solutions, addressing gaps in the market and fulfilling unmet needs.
Networking	Fresybites wants to build relationships with other professionals, investors, and

	customers we consider it crucial for gaining support, resources, and opportunities.
Adaptability	We know Fresybites leader has the ability to pivot and adjust strategies in response to market changes or feedback we consider is essential for long-term success.
Innovation	Fresybites is always driving innovation by creating new products, services, or business models, contributing to economic growth and societal change.
Leadership	Fresybites is there to inspire and manage workers, to foster a positive work culture and motivate others to work toward a shared vision.

**3.5 Barriers to entrepreneurship Fresybites.**

Barriers	Description
Market Competition	Old competitors can make it difficult for us, who are new entrants into this market to gain a foothold, especially if they are big fishes.
Lack of Experience	As new entrepreneurs, we recognize we may have lack of the necessary skills or experience in areas like management, marketing, or finance.

Economic Conditions	Economic downturns or unstable markets can create an unfavorable environment for Fresybites that is trying to start a new business.
Regulatory Hurdles	Fresybites recognize that navigating permits, licenses, and compliance with local, state, and federal regulations can be time-consuming and complex and it can turn stressful.
Limited Support	Inadequate mentorship, lack of social media content, or lack of trust of the new customers, can leave us as entrepreneurs feeling isolated.

### 3.6 Success factors

**Constancy:** Projects are not usually successful on the first try or even in the second one. We must learn from our mistakes and keep trying until the end, because only through perseverance we are able to build a solid product.

**Creativity:** We are talents, with a wide catalogue with beautiful inspirations to make something beautiful and creativity to generate new ideas.

**Sociability:** we are people with the ability to be sociable and communicative, in that way meet new people, and create new networks.

**Customer Focus:** Prioritizing customer satisfaction and building strong relationships can lead us to loyalty and repeat business.

#### 3.7.1 Description of a Segment

A segment refers to a specific group of consumers who share similar characteristics, needs, or behaviors. Market segmentation is the process of dividing a broader market into smaller, more defined categories to tailor marketing strategies effectively.

Common types of market segments:

- **Demographic Segmentation:** Groups consumers based on attributes like age, gender, income, education, and family size.
- **Geographic Segmentation:** Divides the market based on location, such as countries, regions, cities, or neighborhoods.
- **Psychographic Segmentation:** Focuses on the lifestyle, values, interests, and personality traits of consumers, helping to understand their motivations and preferences.
- **Behavioral Segmentation:** Classifies consumers based on their purchasing behavior, such as usage rate, brand loyalty, or benefits sought from a product.

By identifying and understanding market segments, businesses can create targeted marketing campaigns, develop products that better meet the needs of specific groups, and improve customer satisfaction.

### 3.7.2 Description of Niche Market

A niche market is a very specific segment of consumers who share characteristics and, because of those characteristics, are likely to buy a particular product or service. As a result, niche markets comprise small, highly specific groups within a broader target market you may be trying to reach.

Identifying a niche market and learning everything you can about it enables you to do several things:

- Develop products and services that meet your niche's unique needs and desires
- Show empathy for your niche through your marketing messaging
- Build trust with your niche and turn them into loyal customers
- Compete with larger brands
- Become a credible "go-to" brand for the specific solution you provide and ultimately attract more customers. (Cousera staff, 2024)<sup>14</sup>

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<sup>14</sup> Adapted from: What is a niche market? And how to reach one? By Cousera Staff, 2024.

### **3.7.3 Competition-based Strategy**

A competition-based strategy is a business approach focused on gaining a competitive advantage by analyzing and responding to the actions of competitors in the market. This strategy can involve various tactics aimed at outperforming rivals and capturing market share.

Taking into account this as Fresybites, we know there are a few people, who make strawberries with chocolate, but they are doing a completely different presentation that we are offering. We made a study on the market and we noticed that people are selling strawberries with cream most of the time or strawberries in little cups with liquid chocolate. Our product is strawberries covered in chocolate, chocolate that is dark and highly resistant to temperatures' change and decorated with other beautiful components like consumable brilliantine, hearts, and presented in an aesthetic way.

Innovation is one of the most important characteristics of this strategy, because we must have distributed the best product possible and convince the new clients that our product is the best option.

### **3.7.4 Target Audience**

Fresybites consider it essential to concentrate on national and foreign tourists who are looking for a quick snack but at the same time exquisite and all those customers that are looking for a cute idea to gift to someone special and they want something delicious but at the same time good looking. Our customers can be from all ages, one important characteristic that Fresybites has is that our branch counts with affordable prices to not affect people's economy.

Moreover, our entire product is going to be served in biodegradable paper boxes to avoid long-term problems with our environment.

### **3.7.5 Problems**

Some problems that we as entrepreneurs probably face is the lack of selling. Since our product is a fresh fruit, we can have some loss for ruined strawberries and we cannot sell something from low quality.

### **3.7.6 Desired Outcome**

Fresybites aims to provide a sophisticated snack for gift in special occasions, decorated table for birthday, snack table for wedding, graduations or any other event, or simply the enjoyment of delicious strawberries covered in chocolate like a desire in any day.

### **3.7.7 Niche market of Fresybites**

Fresybites is a branch that offers strawberries covered in a high quality dark chocolate, focusing in people from El Salvador and tourist that can reach us in Ilopango Lake, they can also enjoy from us some fresh water of strawberries while wait for the preparation of their strawberries boxes. Our product is also focused on people who host events and want decorated strawberries on their tables as a delicious snack before the main meal.

### **3.7.8 Characteristics of the niche market**

#### **Limited Competition**

Fresybites have limited competitor since our product is different, we made everything from scratch, to keep the high quality product. We have been study the market and there are two companies who sell strawberries, they are not offering their product to cover events like us, and they did not count with a physical store where people can enjoy quickly their product.

#### **Higher Customer Loyalty**

We pretend to create long-bonds with our customer creating their personal ideas, if they like a specific cartoon for example, we can definitely decorated the strawberries of that cartoon, colors, decorations everything you want in your strawberries we can make it.

#### **Tailored Marketing Strategies**

Using our social media, Fresybites is going to catch the attention of many people; we are going to have raffles, promotions, discounts, custom decorations for special day like Valentine, Easter, Halloween, Christmas, etc.

**CHAPTER IV**

**COSTING PLAN FOR THE**

**TOURIST PRODUCT.**

## 4.1 Logo

A logo is a graphic design element comprised of words (typography), images, shapes, symbols and colors to identify and represent a brand, business or product. Specific types of logos come in all different shapes and sizes that run the gamut from simple text logotypes to abstract logo marks

Paul Rand, the father of graphic design once said, "A logo doesn't sell (directly), it identifies." With this in mind, remember that your logo is like the soul of your company, and as such, it should be consistent, recognizable and evoke a positive or meaningful feeling. A good logo should infuse the spirit of your brand throughout all visual elements and marketing channels. (Kylie Goldstein, 2024)<sup>15</sup>

Taking into accounts these references as Fresybytes, we wanted to include in our logo details that represent our business a lot.



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<sup>15</sup> Adapted from: What is a logo and why it is important for your brand? By Kylie Goldstein, 2024.

- ✚ Name: In the logo it is included the name of our business Fresybites.
- ✚ Slogan: Is included in the logo because we believe it is what our customers will feel when they taste our delicious strawberries.
- ✚ Strawberry: Represent our foundation, is the main character of our business.
- ✚ Chocolate: our chocolate half covers the strawberry; we wanted to leave only the half to give a chance to people see the fruit. In that, way they can catch both elements the fruit and the chocolate.
- ✚ Sparkles: there some of them in the logo, because represent most of the decorations the strawberries going to have, many decorations from our catalogue are accompanied by those sparkles.

## 4.2 Slogan

Slogans are catchy summaries of what your brand is all about. Slogans can help your brand get noticed and remembered. They can be a quick way for consumers to decide if your brand is for them. Conveying what your brand is about and your message in just a few simple words is by no means easy, but a well thought out and catchy slogan can carry a brand for many years. (Kantar, 2022)<sup>16</sup>

### ***“Placer en cada mordida”***

That is the slogan, which Fresybites wants to be recognized, because it encapsulates the indulgent experience of enjoying these treats. Moreover, we strongly believe why our slogan work well:

- ✚ **Sensory Appeal:** The word "placer" (pleasure) evokes a strong emotional response, highlighting the delightful experience of savoring the strawberries and chocolate.
- ✚ **Focus on Quality:** It suggests that every bite is crafted to provide maximum enjoyment, implying high-quality ingredients and care in preparation.
- ✚ **Memorable and Inviting:** The phrase is catchy and easy to remember, making it effective for branding and marketing.

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<sup>16</sup> Adapted from: Long live slogans! Why a slogan revival is on the way by Kantar, 2022.

✚ **Emphasis on Indulgence:** It captures the essence of treating oneself, appealing to customers looking for a special snack or gift.

### 4.3 Mission

**Definition:** A mission statement defines what a company does. A company's mission statement is important because it answers questions like what does the company do, who does the company serve and how does the company serve them. A company's mission statement should motivate each employee to work together to achieve a common goal. (INDEED, 2024)<sup>17</sup>

Taking into account our objectives and goals our business Fresybytes established the following mission:

*"Our mission is to craft the finest chocolate-covered strawberries using the highest quality ingredients, delivering an unparalleled taste experience. We are committed to sustainability and excellence, ensuring that every treat brings delight and joy to our customers, while fostering a love for the art of indulgence."*

### 4.4 Vision

**Definition:** A company's vision statement defines the goals the company has for the future, what the company wants to become and how it will achieve those goals. A company's vision statement is important because it answers questions like what are the ultimate goals of the company, what good is the company trying to provide and what change is the company aiming to influence. A company's vision statement should promote growth and innovation. (INDEED, 2024)<sup>18</sup>

We see our company growing and after give answer to some questions we made ourselves, Fresybytes establish its vision like:

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<sup>17</sup>

<sup>18</sup> Adapted from: Vision statements vs mission statements by INDEED Editorial team, 2024.

*"To be the leading indulgence brand that elevates moments of joy and celebration through our exquisite chocolate-covered strawberries, creating lasting memories with every bite."*

Mission and vision statements are important because help businesses to outline performance standards and metrics based on the goals they want to achieve. They also provide employees with a specific goal to attain, promoting efficiency and productivity. (Anam Ahmed)<sup>19</sup>

#### 4.5 Values

The values that most represent us as a company as Fresybits are the following:

- ✚ **Quality:** We prioritize the highest standards in sourcing ingredients and craftsmanship to ensure every bite is a delight.
- ✚ **Sustainability:** We are committed to environmentally responsible practices, from sourcing our strawberries and chocolate to packaging, minimizing our ecological footprint.
- ✚ **Customer Delight:** We aim to exceed customer expectations by providing exceptional products and service, creating joyful moments for every customer.
- ✚ **Creativity:** We embrace innovation and creativity in our flavors, designs, and presentations, continually evolving to surprise and delight our customers.
- ✚ **Community Engagement:** We believe in giving back to our community, supporting local farmers, and participating in initiatives that foster social good.
- ✚ **Passion:** Our love for chocolate and strawberries drives us to create the best treats possible, sharing our passion with every customer.
- ✚ **Respect:** Recognize the legitimacy of others, taking into consideration the diversity of ideas, opinions and perceptions of people, as the basis of healthy social coexistence.

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<sup>19</sup> Adapted from: Importance of mission vision in organizational strategy by Anam Ahmed in Chron.

#### 4.6 Costing plan

DIRECT RAW MATERIAL	DIRECT COST	INDIRECT COST
<b>Strawberries (2 box 120\$) to start</b>	<b>Business Registration:</b> \$200 - \$500	<b>Marketing and Branding:</b> \$50 - \$100
<b>Chocolate (2 box 80\$)</b>	<b>Labor</b> (if hiring staff): \$400 - \$450	Utilities: Electricity, Water
<b>Toppings (various 50\$)</b>	Transportation for events: \$300 monthly	Garbage bags: \$10 monthly
<b>Equipment:</b> <b>Chocolate melting pots:</b> \$15 - \$30 <b>Refrigeration (if needed):</b> \$100 - \$150 <b>Packaging supplies</b> <b>(boxes, labels, etc.): \$100</b> - \$125 <b>Utensils and kitchen</b> <b>tools: \$100 - \$200</b>	Decorations for events: \$150- \$200)	Clean supplies: \$30 monthly.

Source: Own Elaboration of initial cost and some future cost.

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