



Abstract

This research shows the importance of analyzing the dynamic and competitive environment in which aquaculture production companies find themselves (particularly a shrimp farm of the South of Sonora) in order to improve their performance in the region. An organization that does not have its processes systematized is in danger, since according to Medina, Nogueira, Hernández, and Comas (2019) inefficient, defective processes or that do not take advantage of production standards produce losses for the organization and consequently a lower financial performance. This type of problem causes companies to be more cautious in the way in which they make their investments, in order to reduce the risk of losses, that is why export plans play a decisive role in product purchase and sale negotiations.

The objective of the study is to determine the advantages and disadvantages of export plans considering the environment of aquaculture farms to improve the financial and economic performance of an organization. The research uses qualitative methods (for the characterization and conceptualization of the sector) and quantitative methods (for the measurement of economic performance in recent years). Exploratory research was used for the purpose of knowing the state of the art of the problem under study, as well as the use of documentary collection techniques, using database consultation. The study is cross-sectional since the phenomenon is only observed during a certain period.

Among the main results obtained, it was detected that even with the effects of the pandemic derived from COVID-19, the aquaculture industry has presented favorable results in its economic performance, this is due in part to the government support obtained from the Special Funding Fund . In conclusion, it can be seen that the economic incentive for this type of productive activities generates growth opportunities in this sector. For future research, a report could be drawn up on the extent to which export plans increase the financial profitability of aquaculture farms.

Keywords: Export Plans, Aquaculture Farms, Economic Growth