



Proposal for the design of a digital marketing plan for the growth of the Dental Service dental office in Guayaquil.

Propuesta de diseño de plan de marketing digital para el crecimiento del consultorio Dental Service en Guayaquil.

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Abstract.

The present research work has been directed with the aim of demonstrating the viability by means of a Digital Marketing Plan for the company Dental Service S.A which is a center of dentistry and aesthetics in this way we want to make known the business has that impulse to have that impulse to stand out in the market through social networks that are of great importance today for the recruitment of customers who want to take care of their image so it was also decided to create a website on Wix a free platform with its paid version where it is provided the use of it for entrepreneurs who require the use of know their services and prices Inside the document we will observe the marketing methods that were used to develop the thesis project where they were located

keywords Digital Marketing, Digital Tools, Advertising, Social Networks, Websites

Resumen.

El presente trabajo de investigación se ha direccionado con el fin de demostrar lo viable por medio de un Plan de Marketing Digital para la empresa Dental Service S.A que es un centro de odontología y estética de esta manera queremos dar a conocer el negocio tenga ese impulso para sobresalir en el mercado a través de las redes sociales que son de gran importancia hoy en día para la captación de clientes que quieran cuidar su imagen por ello es que también se decidió en crear una página web en Wix una plataforma gratuita con su versión de pago donde se facilita el uso de la misma para emprendedores que requieran el uso de que conozcan sus servicios y precios. Dentro del documento observaremos los métodos del marketing que se usó para poder desarrollar el proyecto de tesis donde se encontraran temas relevantes en base al estudio.

Palabras clave: Marketing digital, Herramientas digitales, Publicidad, Redes Sociales, Páginas web

1. Introduction

In Ecuador, there are numerous dental clinics that provide services and are very popular due to the high importance of dental health. These range from dental clinics to smaller private practices. In 2021, 942 new companies were established in Guayaquil, according to data from the Superintendency of Companies. This increase in the number of companies indicates growing competition in the market over time. Therefore, it is crucial that existing companies develop strategies to stay in the market and increase their market share [1].

One example is Dental Service, located in southern Guayaquil, which offers dental and aesthetic services. Although it has managed to retain a significant portion of its sector during its approximately 7 years of existence, no growth is observed in its customer base. The COVID-19 pandemic has had a negative impact on the company, as it has led to customer loss due to fear of contagion. The population shows distrust in requesting services from these centers, which has led to the use of contact instruments during care and limited contact between doctors and patients to avoid possible contagions [2].

1.1.- Diagnosis

The Dental Service practice faces a highly competitive market in Guayaquil, with several companies offering similar services and different benefits. The main difficulties identified include occupancy restrictions, uncertainty about contagions and biosafety measures, which has led to a decrease in its market share. These problems have been visualized through an Ishikawa diagram [3].

Regarding the specific aspects:

1. **Equipment:** The practice lacks internet access points, which makes it difficult to track social media and update advertising content.
2. **Staff:** Collaborators are not familiar with methods or tools to carry out advertising activities, resulting in a lack of clear information about the services, benefits and promotions offered.
3. **Organizational management:** There is a shortage in the creation of advertising content, which limits the attraction of new customers. In addition, there is no innovation in the services offered to meet customer expectations.

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4. **Infrastructure:** The practice does not provide detailed information about its services, prices, payment methods, benefits, or digital content (videos and images) of the services. It does not have a website for reservations, contact or access to information about the practice [4].

The present research aims to design a digital marketing proposal to increase market share of the Dental Service dental clinic in the city of Guayaquil.

1.2.- Marketing

The term "marketing" has had multiple interpretations over time and among different authors, generating controversies about its origin. The American Marketing Association (AMA) defines the marketing plan as a document that analyzes the current marketing situation, identifies opportunities and threats, establishes objectives and strategies, defines action programs, and projects revenues and losses. This plan is part of the overall strategic plan of a company and guides the implementation of marketing strategies. According to Philip Kotler, the marketing plan is a document that compiles objectives, strategies and action plans for the Marketing Mix variables (product, price, distribution and promotion), facilitating the fulfillment of the corporate strategy annually. In summary, marketing refers to the promotion and advertising of a product or service, and a marketing plan is essential to define strategies and actions that help achieve the company's goals [5].

1.3.- Digital Marketing

Digital marketing involves applying marketing strategies and techniques in digital media, adapting traditional marketing tactics to the digital environment. It uses various platforms and technologies such as websites, email, mobile applications, social media, among others, to interact with and connect with customers [6]. It allows establishing brand positioning through content generation, conversations and opinions that facilitate more direct contact with the public. Currently, technological devices and social networks are considered basic needs for work, communication, entertainment and information [7].

1.4.- Marketing Plan

A marketing plan is a document that guides marketing activities, details responsibilities, goals, market situation, strategies and analysis. It is divided into:

1. **Market analysis:** General evaluation of the sector, competition, economy and characteristics of potential customers, using the SWOT matrix.
2. **Objectives:** Achievable and measurable goals to achieve success, specifying how they will be achieved.

3. **Strategies:** Focus on how to achieve the established objectives, considering viability and relevance.
4. **Review of work done:** Review and evaluation of the activities executed in the plan.

In terms of **corporate or organizational image**, it refers to the visual perception that a company has, highlighting aspects such as name, logo, slogan, website and presence on social networks, which contribute to differentiating it from other organizations [8].

1.5.- Marketing Mix -The 4Ps.

The Marketing Mix consists of the 4Ps, which are fundamental for effective marketing strategies according to the objective, such as product launches, customer loyalty or promotion. These are:

1. **Product (or service):** What is offered in the market to satisfy needs or desires, including design, packaging and brand, considering the product life cycle.
2. **Price:** The monetary amount exchanged for the product or service, involving payment methods, discounts and promotions, based on market research and comparison with the competition.
3. **Placement (Distribution):** Channels through which the product or service reaches the consumer, covering logistics, physical points of sale and e-commerce.
4. **Promotion:** Communication between the company and customers to inform and persuade about products and brands, using communication strategies, advertising, public relations and promotion, both online and offline [9].

1.6.- Digital Situation in Ecuador

In Ecuador, there are 10.17 million Internet users, equivalent to 57% of the population, with a growth of 1.5% since January 2020, adding 147 thousand new users. Regarding social media, 98% of Ecuadorian users access them from mobile devices. According to the 2021 Ecuador Digital State report, the most popular networks in Ecuador are Facebook, Instagram, TikTok and Twitter, with Facebook being the most visited on web browsers. Through advertising campaigns, Facebook can potentially reach 13 million Ecuadorians, representing 96% of the active social media population over 13 years old [10]. On average, an Ecuadorian spends 18.50 minutes a day on Facebook and checks 8.83 pages per visit, making it the social network that captures the most time of Ecuadorians, followed by YouTube [11].

1.7.- E-commerce

Electronic commerce, also known as e-commerce, has been transformed by the advancement of Information and



Communication Technologies (ICT) since the 1990s. It has changed the way we live and how organizations interact in business. It refers to the carrying out of commercial transactions electronically, allowing interactions and transactions between companies and consumers, as well as with management personnel [12]. This approach eliminates the need for the consumer to physically travel to purchase a product or seek information, thus optimizing time and efficiency in commercial transactions [13].

1.8.- SWOT Analysis

The SWOT analysis is a key tool for evaluating in detail the current situation of an organization or individual based on its weaknesses, strengths, opportunities and threats that come from the environment. It was created by Albert S. Humphrey at Stanford University in the 1960s and remains relevant today. Each letter of "SWOT" represents one of the four attributes identified above [14].

This methodology is not only useful for those responsible for business strategies but can be applied by any department within a company, project leaders, industry associations, country rulers and even individuals in various situations. It should be used before starting a business, annually to maintain or redefine its strategy, before a new project, in the face of any internal or external change that may significantly affect the competitive position, or in specific personal situations [15].

2. Materials and Methods

2.1.- Sample

The type of sample that will be used will be through simple random sampling since the population number to carry out the study project will be in the southern parish of Ximena as census data showed and thus the confidence sample of 95% could be determined and we will observe it as follows [16].

2.2.- Formula:

$$n = \frac{z_{\alpha}^2 \cdot N \cdot p \cdot q}{i^2(N-1) + z_{\alpha}^2 \cdot p \cdot q}$$

Where:

N: Total population

Z α : 1.96 squared (if α is 95%)

p: Probability of occurrence (0.5%)

q: Probability of non-occurrence (0.5%)

i: Error expected to be made (if 5%, i = 0.05)

Replacement:

$$n = \frac{(1,96^2 * 546254 * 0,5 * 0,5)}{0,05^2(546254 - 1) + 1,96^2 * 0,5 * 0,5}$$

$$n = \frac{(3,8416 * 136.563,5)}{1365,63 + 0,9604}$$

$$n = \frac{524622,34}{1366,59}$$

$$n = 383$$

3. Results

3.1.- Survey Analysis

The obtained data will be shown below.

Table 1 Qualities when choosing a service

Question 1. For you, which of the following qualities are important when choosing a service?	
Customer Service	135
Price	168
Quality	60
Recommendation from acquaintances	20

The data obtained in relation to the survey of 383 people belonging to the sample, 70% consider the most important qualities to acquire a service are price and customer service, while 30% consider quality and recommendation from acquaintances would spur them to acquire a service.

Table 2 Services Offered by Dental Service

Question 2. How did you find out about the services offered by Dental Service?	
Facebook	170
Instagram	120
Advertising	80
Recommendation from a friend	13

This question allows us to know the average means of dissemination by which Dental Service's offered services are known. The data showed that 71% of the study population learned about the services through social media Facebook and Instagram, while 21% learned through physical advertising and 4% due to recommendations from acquaintances.

Table 3 Services perceived by Dental Service

Question 3. How do you perceive the services offered by Dental Service regarding the following statements?	
Reliable	160
Good service	70
Quality service	73
Unsafe	80

According to 42% of the surveyed population, they perceive that the services offered by the Dental Service clinic are reliable, while 21% consider it unsafe, 19% believe there is quality in the service offered and 18% perceive that it offers a good service; this reflects that the services are mostly well received, although there is a percentage that distrusts.

Table 4 Servidores ofertados por Dental Service

Question 4. Are you satisfied with the services offered by Dental Service?	
Yes	87
No	76



N/A	220
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This question is aimed at finding out if the sample is satisfied with the services they have acquired from the dental clinic. 57% of the sample chose N/A, which means not applicable since they have not acquired Dental Service's services, while 23% expressed being satisfied and 20% are not. This means that a large part of the sample does not know the clinic.

Table 5 Preferred medium to receive information

Question 5. What medium do you prefer to receive information about promotions and services offered by Dental Service?	
Social media	189
Website	114
Gmail	80

49% of the study population prefer to receive information about promotions and services offered by the clinic through social media, while 30% prefer to use a website and 21% would like to receive this information via email.

Table 6 Compilation of information on services

Question 6. Would you like to find all the information about services, payment methods, benefits, offers, etc. from Dental Service compiled on a digital site	
Yes	201
No	110
Indifferent	72

Most of the study population composed of customers and citizens living in the Ximena parish express with 52% that they would like to find all the information regarding offered services, payment methods, benefits, offers, etc. compiled on a website. On the other hand, 19% are indifferent to this medium, while 29% refuse it; this means that the creation of the digital site is necessary.

Table 7 Service frequency

Question 7. What is the service you request most frequently?	
Dental Service	120
Beauty Service	71
N/A	192

According to the survey of 383 people belonging to the study sample, most of them belonging to 192 respondents chose the not applicable option since they have not acquired the services offered by Dental Service, while 120 respondents expressed using the dental service and 71 people answered using beauty services.

Table 8 Most frequently used social network

Question 8. What is the social network you use most frequently?	
Facebook	160

Instagram	90
WhatsApp	73

The survey reflects that the social network most frequently used by the study population is Facebook with 42%, while 23% use Instagram, on the other hand, 19% use WhatsApp and 16% Twitter. That is, if the most effective social network for this population to see advertising is Facebook.

Table 9 Offering information through digital media

Question 9. Would you like the clinic to offer communication and information about its services through digital media?	
Yes	230
No	153

The result reflected in the survey of the sample on the use of digital media to provide information about the services offered by the Dental Service clinic shows that 60% would accept this option while 40% refuse to do so.

Table 10 Advice on the ideal service

Question 10. Would you like to be given advice on the ideal service for you through digital media?	
Yes	199
No	71
Indifferent	113

According to the data obtained from the survey where it was raised whether the study population would like to receive personalized advice on the selected service, 52% of respondents agree to receive it, while 29% opted for indifference and 19% refuse to receive advice.

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3.2.- Company

Company Name: Dental Service S.A

Slogan: "Your smile in the best hands"

Proposed Mission

At DENTAL SERVICE S.A. we are a big family that cares about the smiles of our patients, seeking to care for and improve your dental aesthetics through different types of treatments, providing safety and confidence in the services offered.

Proposed Vision

To be a leading and transparent company in the dental field, offering dental services, consolidating ourselves in 2026 as a center of specialists in both aesthetics and dentistry.

Values: Innovation, Transparency, Trust, Responsibility, Integrity.



Company Logo



Fig 1: Dental Service S.A Color Logo

3.3.- SWOT Analysis

Strengths

- **F1:** Affordable prices
- **F2:** Motivated staff
- **F3:** Payment plans to finance treatments

Opportunities

- **O1:** Increase in people requiring dental and aesthetic services
- **O2:** Creation of strategic alliances
- **O3:** Easy accessibility and low cost in digital marketing

Weaknesses

- **D1:** Little known company
- **D2:** Lacks advertising strategies
- **D3:** No movement on social networks

Threats

- **A1:** Low prices offered by the competition
- **A2:** Economic crisis in the country
- **A3:** New competition in the market

Estrategias FO

- **FO 1:** Aumentar contenidos publicitarios utilizando herramientas como Google Ads, LinkedIn Ads
- **FO 2:** Ofertar asesorías y revisiones dentales gratuitas
- **FO 3:** Realizar webinar sobre educación y beneficios del cuidado dental y estético

FO Strategies

- **FO 1:** Increase advertising content using tools like Google Ads, LinkedIn Ads
- **FO 2:** Offer free dental checkups and reviews
- **FO 3:** Hold webinars on education and benefits of dental and aesthetic care

DO Strategies

- **DO 1:** Implement sending offers via WhatsApp, Facebook, LinkedIn and Instagram messages
- **DO 2:** Hire influencer services to publicize services
- **DO 3:** Create animated videos on dental and aesthetic care to upload on social networks

FA Strategies

- **FA 1:** Offer discounts for purchasing a service
- **FA 2:** Conduct half-price dental cleaning campaigns
- **FA 3:** Offer discounts on special dates (holidays, customer birthdays, location anniversary)

DA Strategies

- **DA 1:** Post stories where customers certify the quality of services
- **DA 2:** Make videos with viral trends showing the services offered on digital platforms like TikTok
- **DA 3:** Give a free service for each client who brings a referred person and this person acquires a service

3.4.- 4Ps Marketing Mix strategy

3.4.1.- Price

Price is the amount paid by a consumer to acquire a product or service. It is a factor that influences the perception consumers have about a product or service. Perceived value must be considered when setting prices, taking into account competitors' prices and ordering the services offered by Dental Service from lowest to highest cost.

Table 11 Marketing Price

SERVICE	PRICE
<i>Dental Medicine</i>	
Restoration	\$20
Prophylaxis	\$20
Veneers	\$40
Orthodontics	\$75
Teeth Whitening	\$100
Wisdom Tooth Extraction	\$120
Frenulectomy	\$120
Acrylic Prosthesis	\$120
Dental Prosthesis	\$129
Porcelain Metal Crown	\$150
Root Canal Treatment	\$150
Flexible or Metallic Prosthesis	\$250
Smile Design	\$350
<i>Aesthetic Medicine</i>	
Botox	\$250
Bichectomy	\$350

3.4.2.- Product

A product is an item built to meet the needs of a specific group of people. The product can be intangible or tangible. In this project, the product is the type of services offered at the Dental Service clinic which have already been described above:

- Wisdom tooth extraction
- Restoration
- Orthodontics
- Treatment
- Prophylaxis
- Botox
- Bichectomy

3.4.3.- Promotion

The following promotional strategies are suggested:

- ✓ A 20% benefit will be given to each client or follower on social networks whether on Instagram, Facebook will obtain said discount and therefore clients who have birthdays on WhatsApp will receive messages about our services.

3.5.- Advertising Development Program

3.5.1.- Define Objectives

- ✓ Increase number of customers.
- ✓ Innovate their digital media for proper customer interaction and relationship.
- ✓ Update advertising on digital media.

3.5.2.- Target Audience

- ✓ People oriented towards dental and aesthetic care and improvement.

3.5.3.- Media

The media selected to send advertising content are the following social networks: Facebook, WhatsApp, Instagram, which have been given QR codes since this is a system to find social networks just by scanning this image directs us to the corresponding page.



Fig 2: Facebook and Instagram QR Code

3.5.3.- Content and Messages

This section will demonstrate the type of advertising created, which was flyer type which are suggested to be added to social networks (Appendix E) to get more

customer attention as evidenced in the following presentations:



Fig 3: Dental and aesthetic treatments

Below are the services offered by Dental Service S.A. with their respective prices:

Servicios que ofertamos:	
Medicina odontológica:	
<input type="checkbox"/> Ortodancia	\$75
<input type="checkbox"/> Carillas	\$40
<input type="checkbox"/> Restauración	\$20
<input type="checkbox"/> Blanqueamiento	\$100
<input type="checkbox"/> Extracción tercer molar	\$120
<input type="checkbox"/> Prótesis dental	\$120
<input type="checkbox"/> Corona de metal porcelana	\$150
<input type="checkbox"/> Profilaxis	\$20
<input type="checkbox"/> Curatopía de frenillos	\$120
<input type="checkbox"/> Diseño de sonrisa	\$350
<input type="checkbox"/> Prótesis acrílica	\$120
<input type="checkbox"/> Prótesis Flexible o Metálica	\$250
Medicina estética:	
<input type="checkbox"/> Bichectomía	\$350
<input type="checkbox"/> Botox	\$250

Fig 4: Services and Prices

3.5.3.- Marketing Mix Strategy Goals

The goal of establishing a marketing mix is to increase market share, so a proposal was developed that establishes strategies through digital tools in order to attract new customers and generate expectations in them; establishing the need to acquire the services of the Dental Service clinic since by increasing demand, economic income of the establishment increases.

3.6.- Website Design Proposal

3.6.1.- Introduction

Creating a website today is very essential for companies in this digital world as an easier way for companies that require uploading their services or products.

As benefits they can have very positive effects and results that will help the company stand out from its competitors, boost digital marketing to provide all possible information about what they are looking for a better value-added service to customers.



3.6.2.- Wix

It is a web platform that was embedded in the cloud, it obtains greater ease when creating website creations through Wix and that is because it has templates to the client's liking for the business or ventures.

Wix was used as a means of using to create the dental office's own web page since the payment facilities are inexpensive and therefore there is no major difficulty or need to have computer knowledge to start from scratch in getting where to attract patients' attention.

3.7.- GOAL OF WEBSITE DEVELOPMENT

Benefits

By using the digital marketing method, the website was created and the platform used was Wix as mentioned above, which will be of great importance both short and long term for the Dental Service S.A. clinic in attracting customers through these technological trends that are platforms that help entrepreneurs emerge and obtain sales profits in their different forms.

Budget Proposal

Table 12: Project budget

Activity	Budget
WIX Annual Plan Prices	\$ 47,00
Advertising Via Social Networks (WhatsApp, Instagram and Facebook)	\$ 70,00
Internet	\$ 55,00
Monthly Domain	\$ 14,00
TOTAL	\$ 186,00

Table 13: Training Schedule

Activities	Time	Training Schedule					
		Code:					
		Version:					
		Date:					
		Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Introduction of trainers	09:00 - 09:10						
Introduction to training topics	09:10 - 10:00						
Class 1. What is Content Marketing?	10:00 - 11:00						

Class 2. Benefits of using Content Marketing	09:30 - 11:00						
Class 3. How does Content Marketing work?	09:30 - 11:00						
Class 4. What is lead nurturing?	09:30 - 11:00						
Class 5. How to create a content strategy?	09:30 - 11:00						
Class 6. Content Marketing Formula	09:30 - 10:30						
Training closure	10:30 - 11:00						

4.- Conclusions

This research work promotes the design of a marketing mix plan for the Dental Service clinic established in the city of Guayaquil, in order to provide a digital tool that increases market share.

- It can be concluded that, through the analysis of the situation and the formulation of strategies, this will help the "Dental Service" clinic to advertise through social networks, websites and search optimizers, which will help promote services and reach customers.
- According to the analysis of the surveys conducted with customers and the target population, it was possible to establish the most suitable advertising strategies to initiate the advertising campaign process in the clinic, with the creation of social networks and websites being basic and most frequently used which will help the clinic position itself in the dental and aesthetic medicine market in the south of the city of Guayaquil.
- By carrying out the SWOT matrix, marketing strategies were identified so that it can position itself, in turn there is a training plan which provides topics to be able to create advertising



and the time in which the training can be developed.

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