

DOI: 10.5281/zenodo.11032562

## COMPARATIVE ANALYSIS OF SMES IN NAYARIT AND OAXACA, MEXICO IN A CONTEXT OF POVERTY AND MARGINALIZATION 2015-2024

Beatriz Rebeca Hernández Hernández<sup>1</sup>, Ana Luz Ramos-Soto<sup>2</sup>, Jovany Sepúlveda-Aguirre<sup>3</sup>

<sup>1</sup>Tecnológico Nacional de México / Instituto Tecnológico del Valle de Oaxaca. Mexico. Email: beatrizrebecahernandez@gmail.com, Orcid ID: <https://orcid.org/0000-0002-0804-7888>

<sup>1</sup>Research professor and postdoctoral fellow in the Department of Postgraduate Studies and Research at the Technological Institute of the Valley of Oaxaca.

<sup>2</sup>Universidad Autónoma "Benito Juárez" de Oaxaca. Mexico. Email: analuz\_606@yahoo.com.mx, Orcid ID <https://orcid.org/0000-0001-8167-2631>, ID 57214723576

<sup>2</sup>Research Professor at the Faculty of Accounting and Administration of the Benito Juárez Autonomous University of Oaxaca.

<sup>3</sup>Phd in Organizational Studies. Master's Degree in Management of Technological Innovation, Cooperation and Development. Email: jovaeib@gmail.com, Orcid ID: <https://orcid.org/0000-0002-1047-6673>

<sup>3</sup>Research Professor, Member of the Academic Body of Entrepreneurs Faculty of Accounting and Administration of the Universidad Autónoma Benito Juárez de Oaxaca.

<sup>3</sup>Researcher at the Faculty of Theology of the Adventist University Corporation.

Received: 29/07/2025

Accepted: 03/08/2025

### ABSTRACT

*Small and medium-sized enterprises (SMEs) are fundamental to economic development, although they face extensive challenges in contexts of poverty and marginalization. One of them was the COVID-19 health emergency that generated alterations in the economy of MSMEs at national and international level. In this sense, it is proposed to respond and identify what is the role of MSMEs in the economy of Nayarit and Oaxaca in a context of poverty and marginalization? And it is assumed that the incidence of small and medium-sized enterprises promotes local economic development and innovation through employment in a context of poverty and marginalization during the period 2015-2024. To do this, the hypothetical-deductive scientific method is used, which allows developing empirical conclusions and forecasts on the object of study, the design is documentary. Among the main results obtained, it is observed that in a context of poverty and marginalization during the study period, retail businesses grew, which generated jobs and stimulated aggregate demand, that is, these businesses consume or demand from wholesale companies in both economies. However, this context explains the conditions of marginalization and poverty of why the individual remains poor, but not the cause of poverty levels in individuals. The study identified that MSMEs are a defense mechanism in the population that lives in poverty to generate their own jobs or participate as labor.*

**KEYWORDS:** Micro, Small And Medium-Sized Enterprises; Msms, Marginalization And Poverty, Retail Trade, Wholesale Trade.

## 1. INTRODUCTION

This research identifies the role of SMEs in Nayarit and Oaxaca, Mexico, in a context of poverty and marginalization. In Mexico, poverty is one of the most worrying challenges. According to CONEVAL (National Council for the Evaluation of Social Development Policy) in 2023 during the first quarter (January-March) out of a total of 47 million 607 thousand 281 Mexicans were unable to access the basic food basket even considering their labor income, Gómez (2023). In the case of Nayarit, there was a decrease of 0.3 percent in the second quarter, 30.2 percent of the population lives in working poverty, below the national average of 37.8 percent. (Hernández y Mendoza, 2023). The states with the highest percentage of working poverty in that period were Chiapas with 67.2%, Guerrero 59.8% and Oaxaca 57.2%

(Gómez, 2023). CONEVAL reports that inflation would be the main cause that a third of the Mexican population does not obtain enough income to acquire the food basket. In this context, it is important

To analyze the strategies for survival, adaptation and growth of SMEs in Nayarit and Oaxaca in order to design and propose proposals for public policies that contribute to improving the areas necessary for their development within the Mexican economy, for this purpose this research aims to answer the following question: What is the role of SMEs in the economy of Nayarit vs Oaxaca in a context of poverty and marginalization?

The labor situation in Mexico has been unfavorable and was more affected during the pandemic period where informality, precariousness and working poverty were more marked. In relation to the informality gap, there is 39.5% of the population within informality and 37% within formality. However, 72% of formal jobs are created by MSMEs, which contribute 52% to the gross domestic product. In the case of microenterprises, they represent 95.4% of the total number of companies in the country, small companies 3.6%, and medium-sized enterprises 0.8% (Rodríguez, 2024). Hence the importance that these continue to grow, derived from the above, this study is based on the assumption that the incidence of small and medium-sized enterprises promote local economic development and innovation through employment in a context of poverty and marginalization during the period 2015-2024.

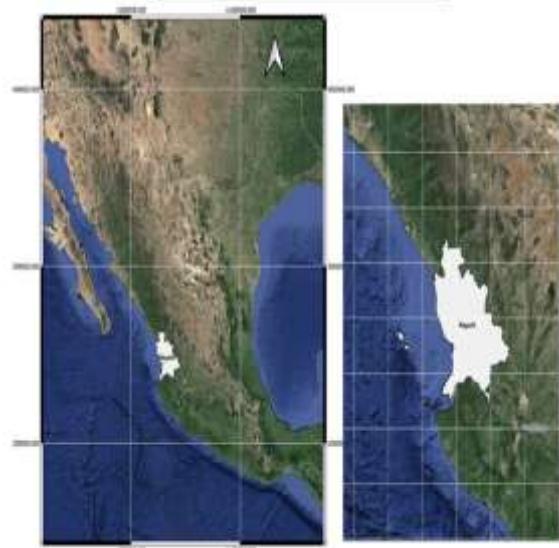
## 2. METHODOLOGY

The scientific method of research is hypothetical-deductive and is based on a well-founded hypothesis

built from the theoretical framework and state of the art. This method allows the development of empirical conclusions and forecasts about the object of study (Hernández *et al.*, 2010). The design is of a documentary type where the main databases of online and printed web of science, books and journal articles of the Network of Scientific Journals of Latin America and the Caribbean, Spain and Portugal Redalyc are consulted, with particular emphasis on the subject of SMEs in Mexico.

## 3. RESULTS

### 3.1. Socioeconomic Profile Of Nayarit



*Map 1: Macro And Microlocation Nayarit.*

Source: INEGI (2020).

### 3.2. Macro And Microlocation Of Nayarit

Nayarit means "son of God who is in the sky and in the sun" and was one of the last territories to reach the rank of state in the Mexican federation, which occurred in 1917. (Gobierno de México, 2017)

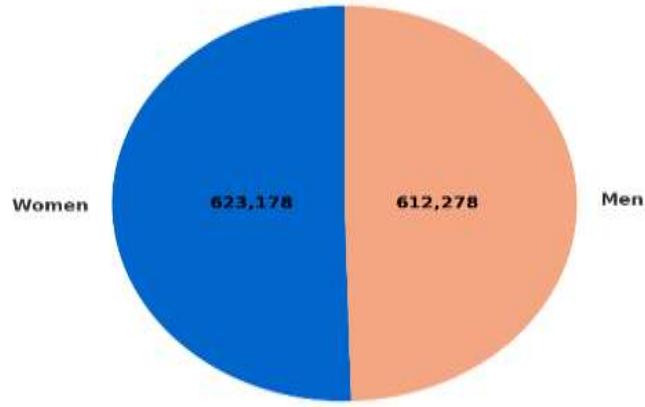
The State of Nayarit is located at the northern latitudes 23°5' south 20°36'; to the east 103°43' and west 105°46'. It is bordered to the north by the States of Sinaloa and Durango, to the east by Durango, Zacatecas and Jalisco, to the south by the State of Jalisco and the Pacific Ocean and to the west it has an area of 27,864.8 square kilometers, including the archipelagos of Islas Marías, Las Marietas and Isla Isabel, which represents 1.4% of the total territory of the Mexican Republic. occupying 23rd place for its territorial extension (INE, 2006)

### 3.3. Sociodemographic Dynamics

According to INEGI's housing population census (2020), the total population of Nayarit amounts to

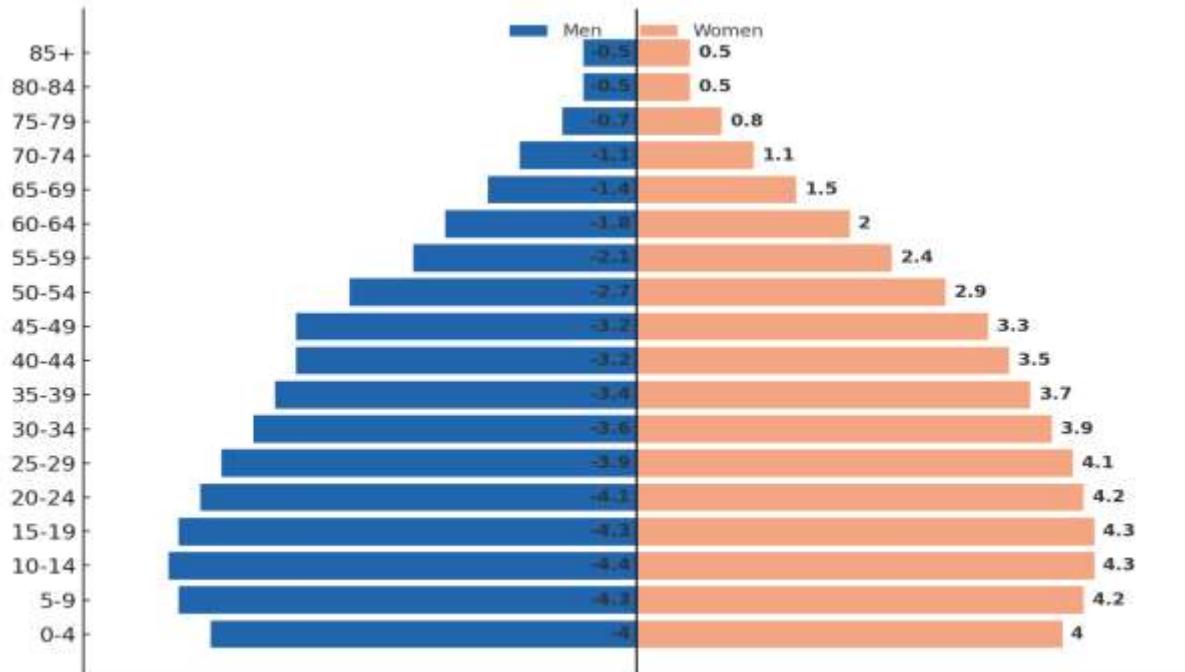
1,235,456, of which 612,278 (49.6%) people are men and 623,178 (50.4%) are women; the state of Nayarit represents 1.0% of the national population. On the other hand, the ratio of men to women is 98, that is,

there are 98 men for every 100 women. There is a degree of dependency of 55, which means that there are 55 people of dependency age for every 100 in productive area. (INEGI, 2020)



*Figure 1: Total Population.*

Source: INEGI (2020).

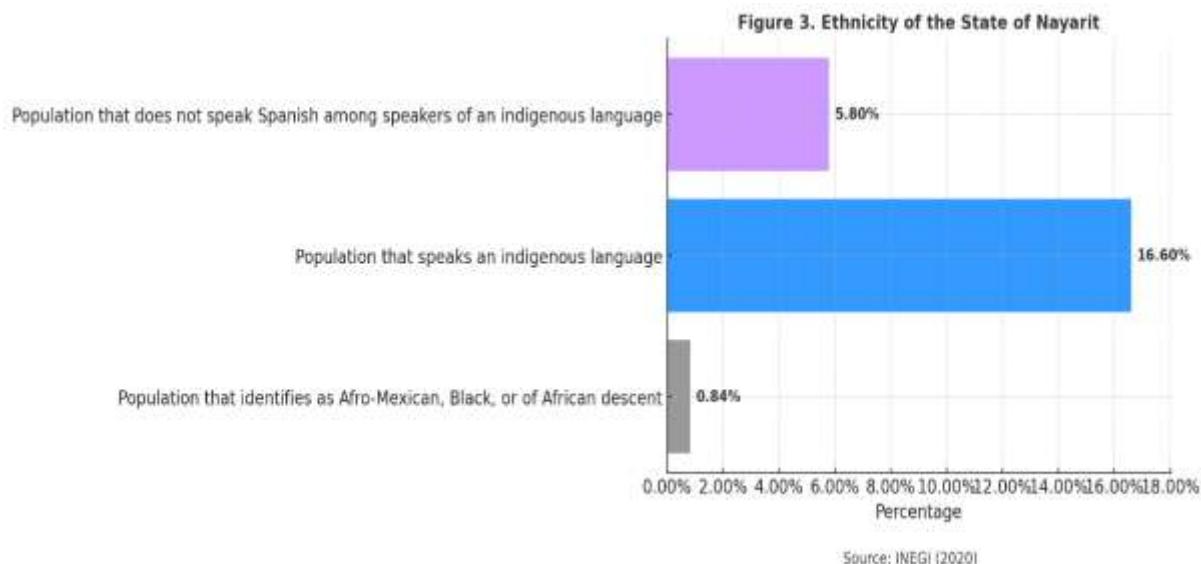


*Figure 2: Population Pyramid of the State of Nayarit 2020.*

Source: Own Elaboration According To (INEGI, 2020).

According to the information obtained, the biweekly structure comprises the ages with the highest representation in both men and women are

from 0 to 4, 5 to 9, 10 to 14, 15 to 19 years, with the most representative being the range of 10 to 14 years.



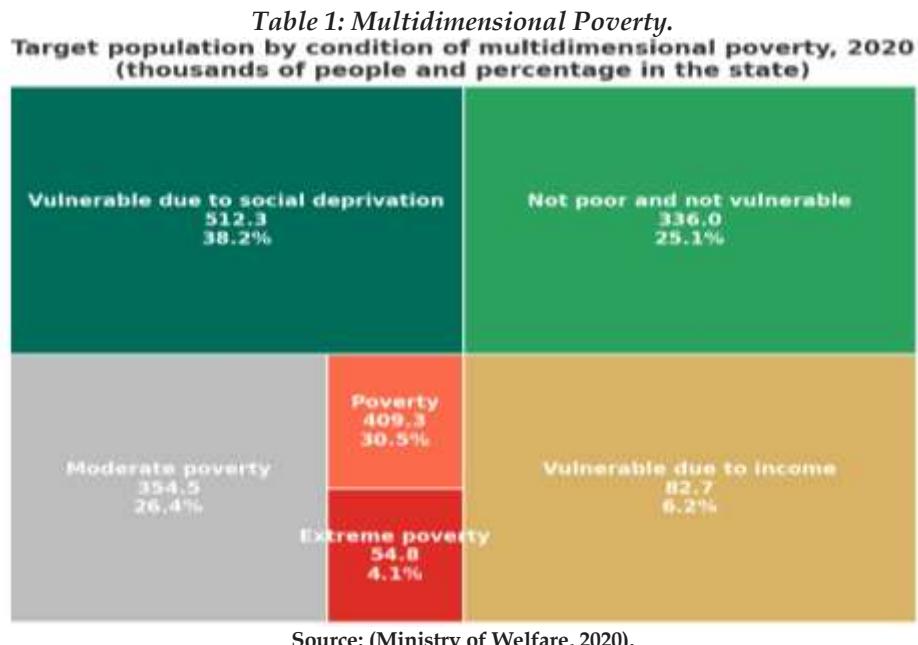
*Figure 3: Ethnicity of the State of Nayarit.*

### 3.4. Poverty and Social Backwardness

According to the Annual Report on the Situation of Poverty and Social Backwardness, the state of Nayarit (30.5%) of the population is in poverty, (26.4%) in moderate poverty and (4.1%) in extreme

poverty; while (38.2%) of the population is vulnerable due to social deprivation, (25.1%) is not poor and not vulnerable, finally, (6.2%) is vulnerable due to income.

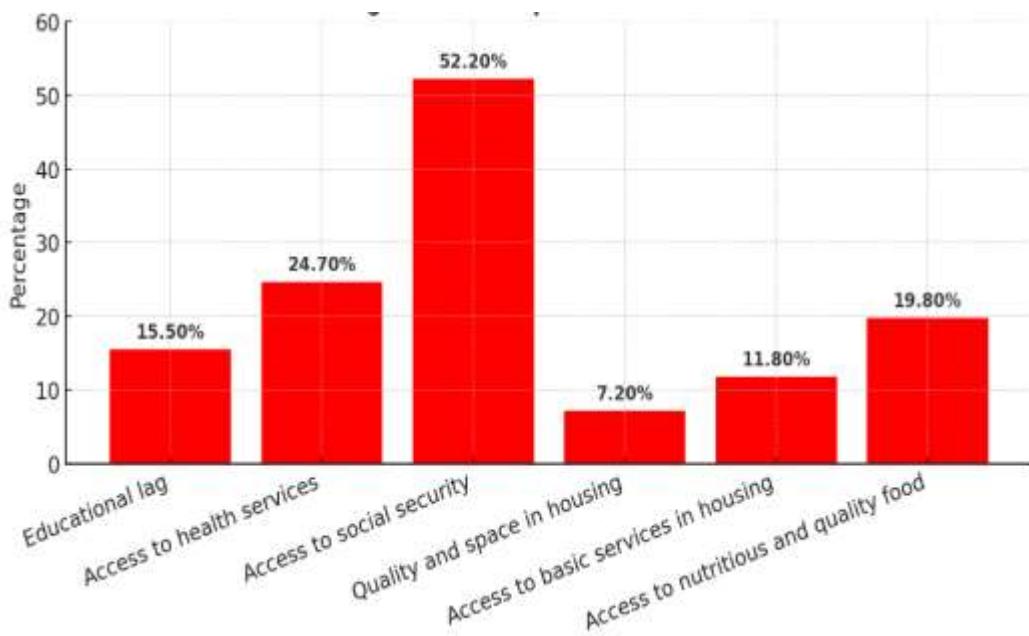
On the other hand, the state of Nayarit has a high degree of marginalization and a medium degree of social backwardness.



### 3.5. Social Deprivation

The graph above represents the indicators of social deprivation in the 2020 entity, where it can be seen that 52.2% of the state has access to social

security, (24.7%) access to health services, (19.8%) access to nutritious and quality food, (15.5%) has educational lag, (11.8%) access to basic services in housing, and finally, (7.2%) has quality and spaces in housing.



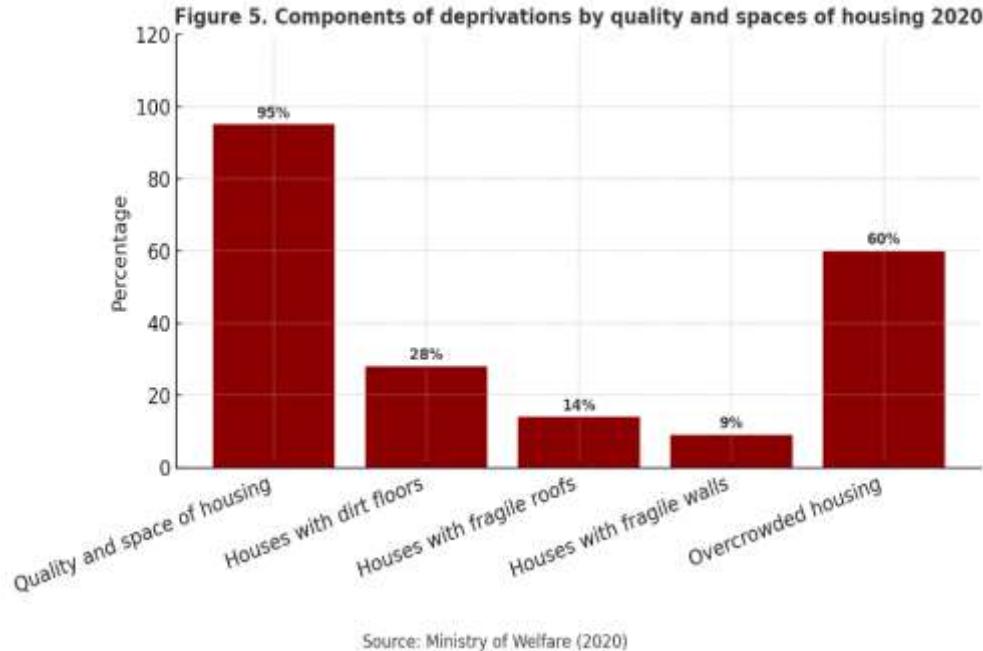
**Figure 4. Social Deprivation Indicator.**

Source: (Ministry of Welfare, 2020).

### 3.6. Basic Housing Services

According to the housing indicator, (96%) of the state of Nayarit has quality and spaces of housing, (58.9%)

houses with overcrowding, (29.4%) with houses with dirt floors, (13.3%) houses with roofs of flimsy material, and finally (8.9%) have houses with walls of flimsy material.

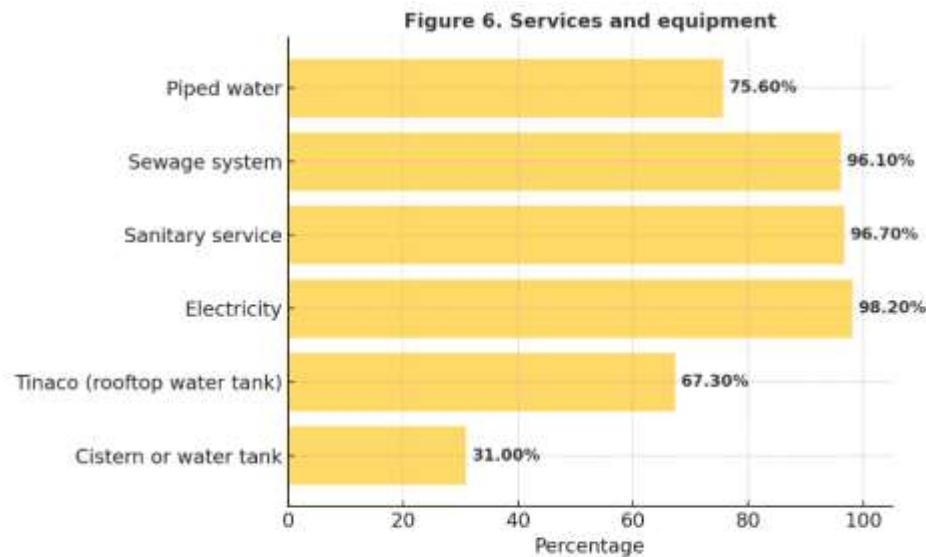


Source: Ministry of Welfare (2020)

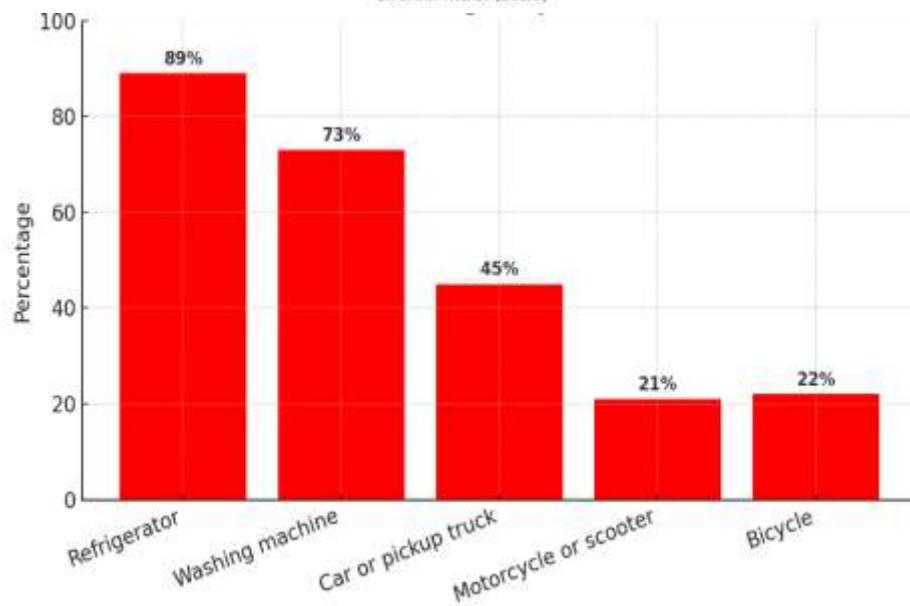
### 3.7. Services and Equipment

According to the INEGI intercensal survey (2020), (98.2%) of the state has electricity, (96.7%)

has a toilet service, (96.10%) has drainage, (75.6%) with piped water, (67.3%) has a water tank, to finish the (31%) has a cistern or cistern.



Source: INEGI (2020)



**Figure 7: Availability of Goods.**  
Source: (INEGI, 2020).

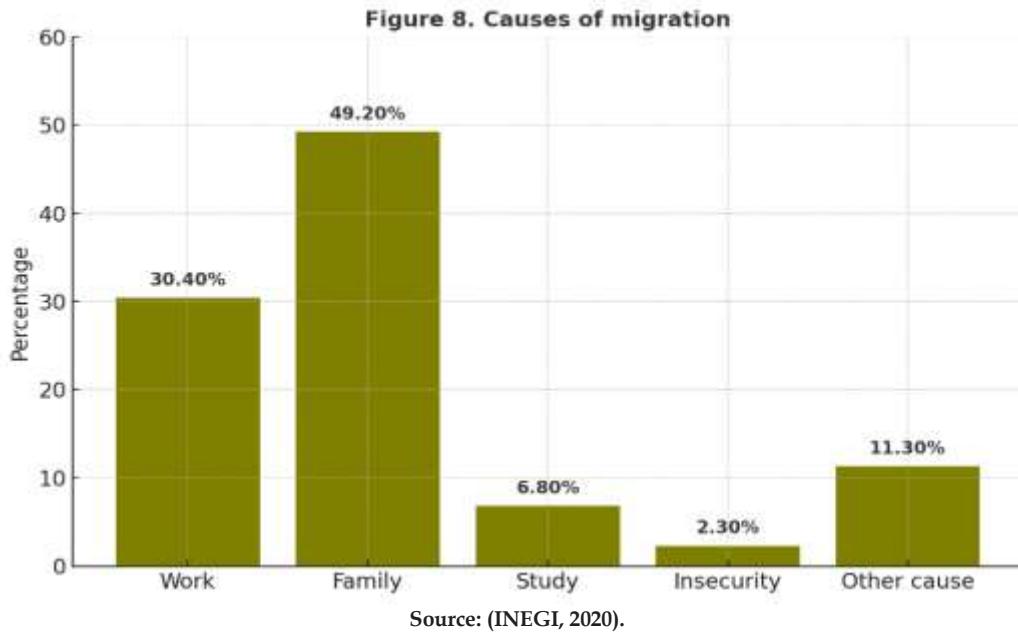
### 3.8. Availability of Goods

Regarding the availability of goods, (89.6%) of the population of the state of Nayarit has refrigerated goods, (73.5%) has a washing machine, (45.6%) a car or truck, (22.8%) a motorcycle or scooter and (23.3%) only a bicycle.

### 3.9. Migration

Regarding the migration factor, (49.2%) of the entity leaves their habitual residence for family

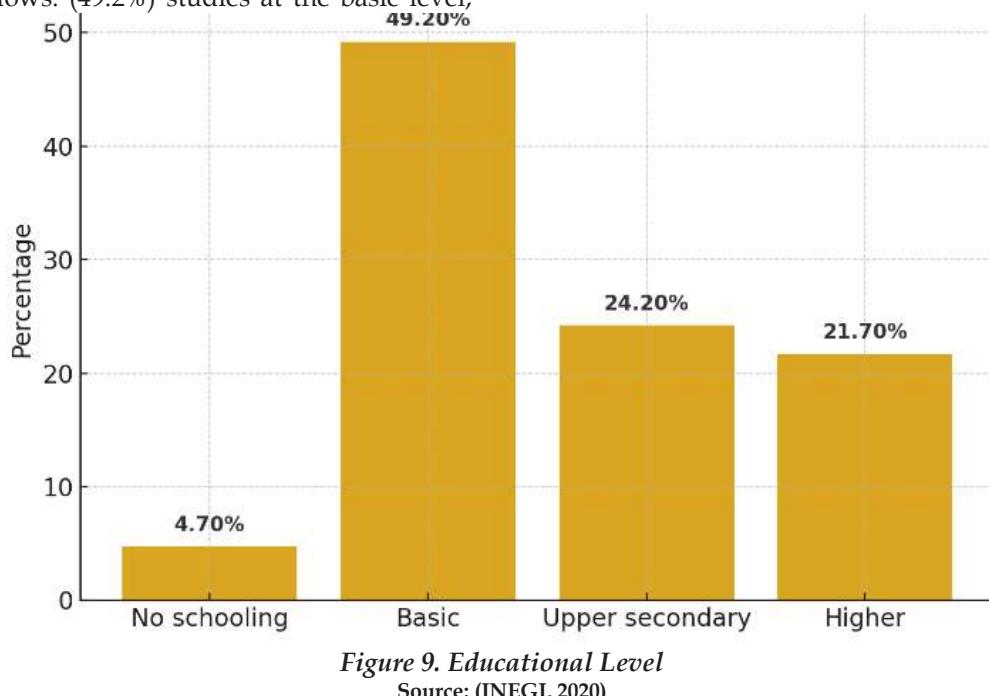
reasons, (30.4%) for work, (6.8%) study, (2.3%) due to insecurity, and finally, (11.3%) for another reason. On the other hand, it is important to mention that (5%) belongs to the immigrant population (recent migration) in the state of Nayarit, of which 55,706 of the population aged 5 years and over is immigrant, and 38,538 corresponds to the population aged 5 years and over emigrant. Likewise, (5.9%) represents the international migrant population destined for another country.



### 3.10. Education

The education system in the state of Nayarit is based as follows: (49.2%) studies at the basic level,

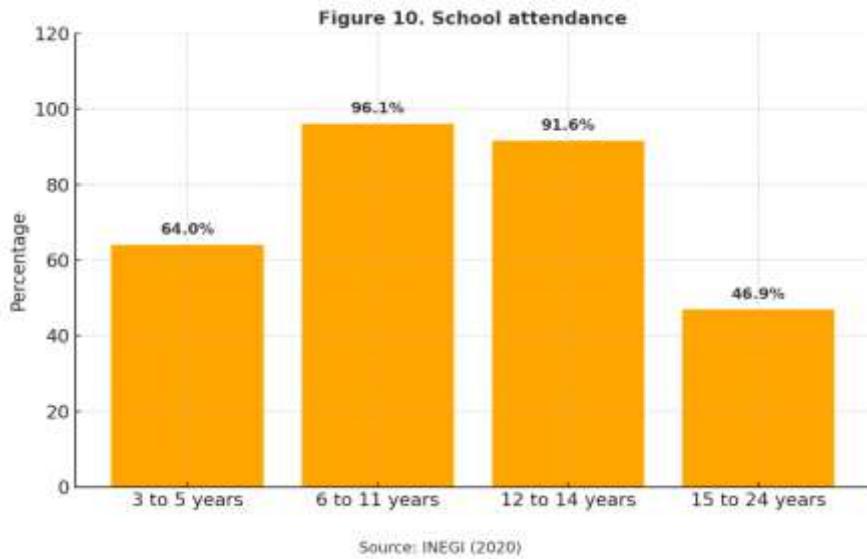
(24.2%) at Upper Secondary, (21.7%) at Higher and (4.7%) has no schooling according to INEGI (2020) statistical data.



### 3.11. School Attendance

With respect to the graph, it was recorded that (96.1%) of the population aged 6 to 11 years has higher school attendance in the state of Nayarit,

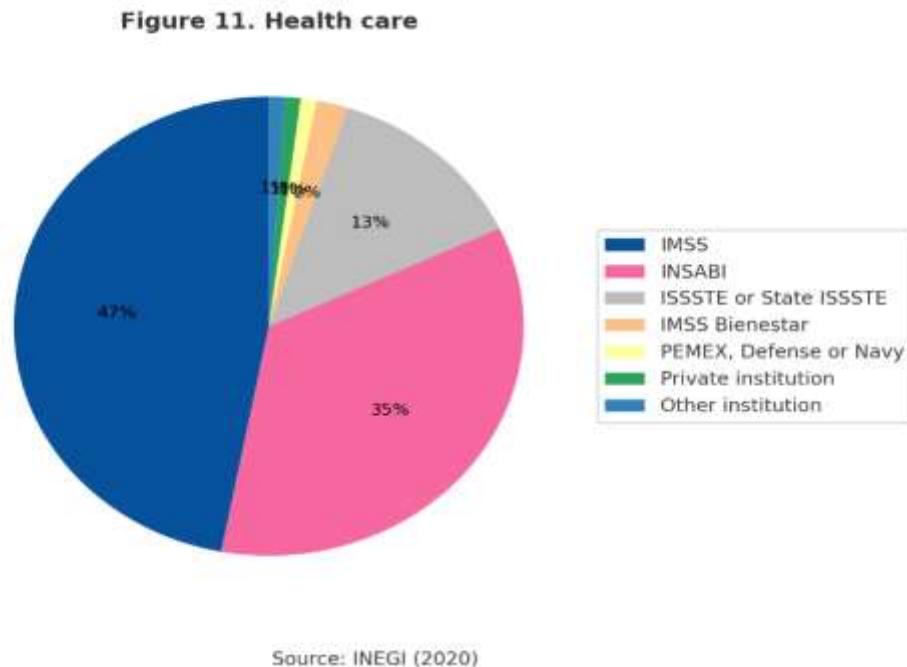
(91.6%) belongs to the population from 12 to 14 years old, (64%) 3 to 5 years old, and finally, (46.9%) corresponds to the population from 15 to 24 years old who attend school. (INEGI, 2020)



### 3.12. Health Care

According to the INEGI intercensal survey (2020), the state of Nayarit (47%) of the population has IMSS health insurance, (35%) INSABI, (13%) ISSSTE or state ISSSTE, the rest is from private institutions.

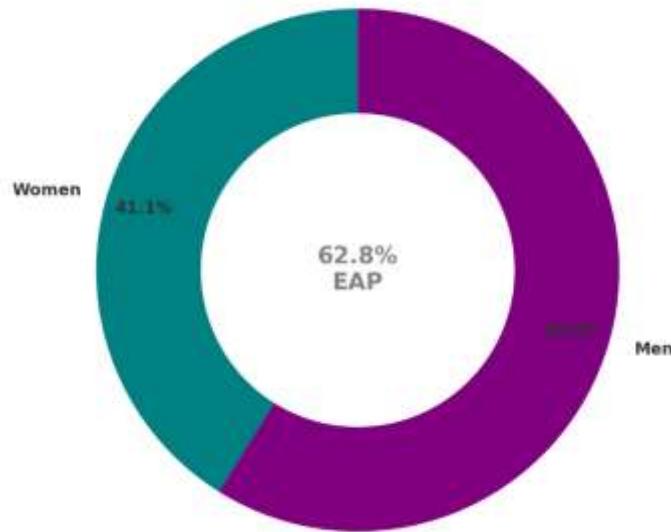
However, support for this sector is very scarce, it is not completely covered by expenses and the acquisition of material and equipment, so investment is required in this sector to improve its conditions of spaces and infrastructure and thus provide better care to the population.



### 3.13. Competitiveness, Economic Growth And Employment

#### 3.13.1 Employment

According to INEGI (2020), the economically active population (EAP) of the state of Nayarit comprises that 41.1% are women and (58.9%) are men, making a total of 62.8% belonging to the EAP.

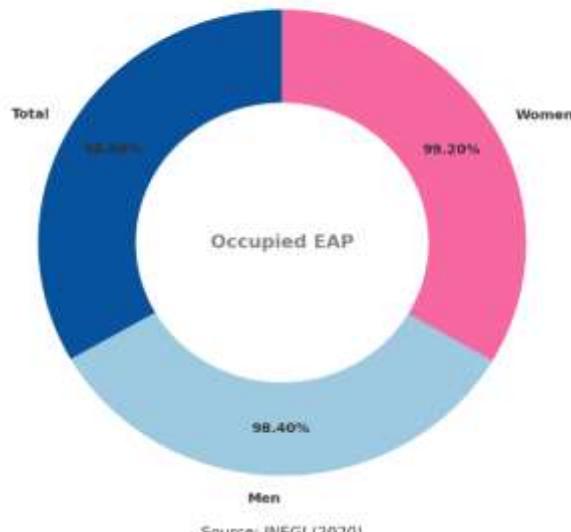
**Figure 12. Economic characteristics**

Source: INEGI (2020)

### 3.14. Economically Active Employed Population Eap

The following graph represents the economically

employed population of Nayarit with a total of (98.8%), highlighting that (98.4%) belong to men and (99.2%) are women.

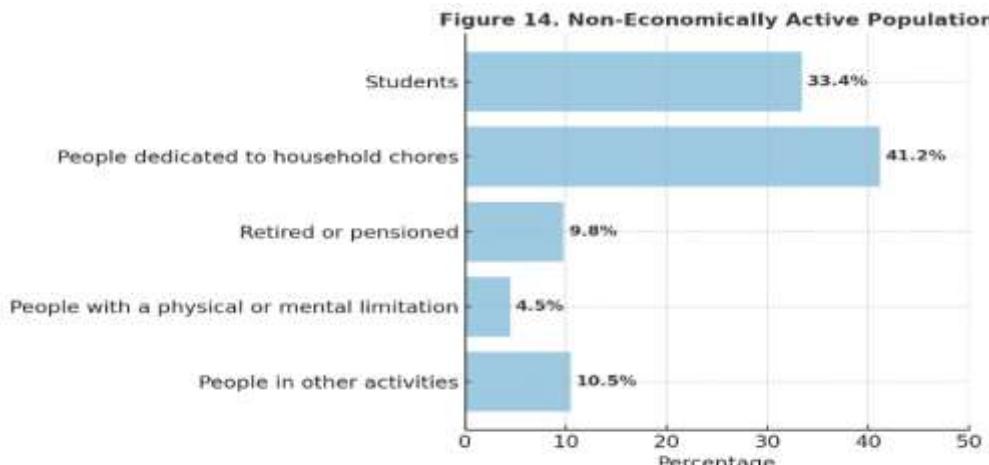
**Figure 13. Occupied EAP**

Source: INEGI (2020)

### 3.15. Non-Economically Active Population (Neap)

Similarly, the characteristics of the non-economically active population (PNEA) in the

state are as follows: (41.2%) people dedicated to household chores, (33.4%) are students, (10.5%) people in other activities, (9.8%) pensioners or retirees and (4.5%) are people with some physical or mental limitation.



Source: INEGI (2020)

### 3.16. Economic Characteristics

According to the consultation on the State Development Plan of Nayarit 2021-2027, the section on growth and economic development was emphasized, which mentions the following:

#### 3.17. Gdp.

According to information from INEGI, a figure that reveals Nayarit's very low participation in the national GDP, being only 0.71%, placing it in 29th position nationally.

From the participation of Nayarit in the economic sectors with the conformation of the 2018 GDP, it is identified that

Nayarit has an economy more oriented to Trade and Services activities, where Industry has a low participation and the Agricultural sector a high participation, the above if we compare it with the national averages.

#### 3.18. Aggregate Productivity.

Further disaggregating the composition of Nayarit's contribution to the national GDP, the contribution per employed person (aggregate productivity) 34 is low; At present, it should be noted that this result decreased compared to 2008; In 2018, the contribution per employed person was \$201,711, placing the state in 28th position in this indicator.

#### 3.19. Exports

Measured exports are a figure that helps us understand how the country's production and sales grow, and when we talk about this kind of growth, real increases are perceived that show progress and an increase in the economic pace. Unfortunately for the state of Nayarit, this indicator is not at all favorable, since Nayarit's participation in national exports is almost zero, barely 0.02% in 2019, thus

ranking it as the second state with the lowest contribution to national exports.

### 3.20. Economic Complexity.

"Economic complexity"35 is explained as the accumulation of capacities (or tacit productive knowledge) that takes place when the profile of exports changes. In this way, a region achieves sustained growth if it significantly increases its stock of knowledge and becomes competitive in complex industries that require relatively sophisticated production systems.

From the above and with information from Data México, it is highlighted that in Nayarit the basket of export goods is not diversified and has very low added value, resulting in an Economic Complexity Index of -1.09 in 2020, being the fourth entity in the country with the lowest economic complexity, a place it has occupied since 2016 despite having increased 0.07 points in this indicator.

#### 3.21. Human Capital.

In this area, Nayarit maintains a low presence of highly qualified personnel, since, according to the National Council of Science and Technology, the state with respect to its scientific-technological capacities only registers 0.22 members of the National System of Researchers 36 (SIN) for every thousand people of the Economically Active Population (EAP), a figure that is much lower than the national average (Plan Estatal de Desarrollo de Nayarit 2021-2017, 2020)

### 3.22. Socioeconomic Profile of Oaxaca

#### 3.22.1. Macro and Microlocation.

The state of Oaxaca is located in the southeast of the Mexican Republic, bordering the state of Veracruz to the north, the state of Chiapas to the east,

the state of Puebla to the northwest, the Pacific Ocean to the south, and the state of Guerrero to the west. Oaxaca is divided into 8 regions, Mixteca, Cañada,

Papaloapan, Sierra Norte, Sierra Sur, Isthmus, Central Valleys and Coast. It has a total of 30 districts and 570 municipalities.



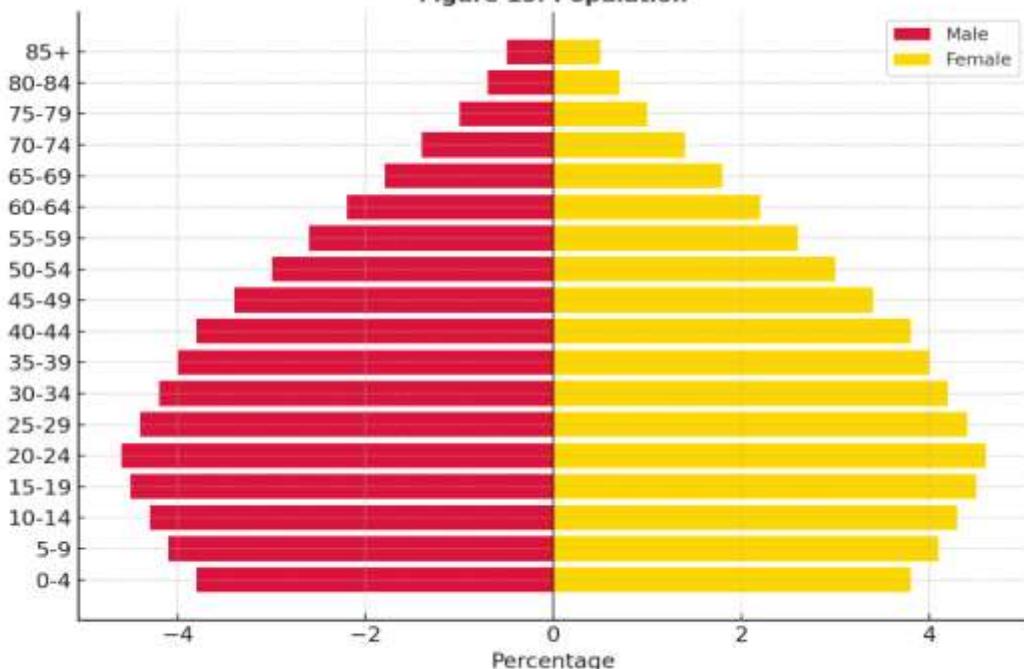
**Map 2: Macro and Microlocation Oaxaca.**  
Source: ADIS UABJO, Through the QGIS Programme (2024).

### 3.23. Population

The state of Oaxaca has a total population of 126,014,024 people, with a ratio of 95 men for every 100 women, the dependency ratio is 50 people of dependent age for every 100 people of productive

age, the average age of its population is 29 years or less. The percentage of the male population corresponds to 48.8% and the female population to 51.2%. (Panorama Sociodemografico de México, 2021)

**Figure 15. Population**

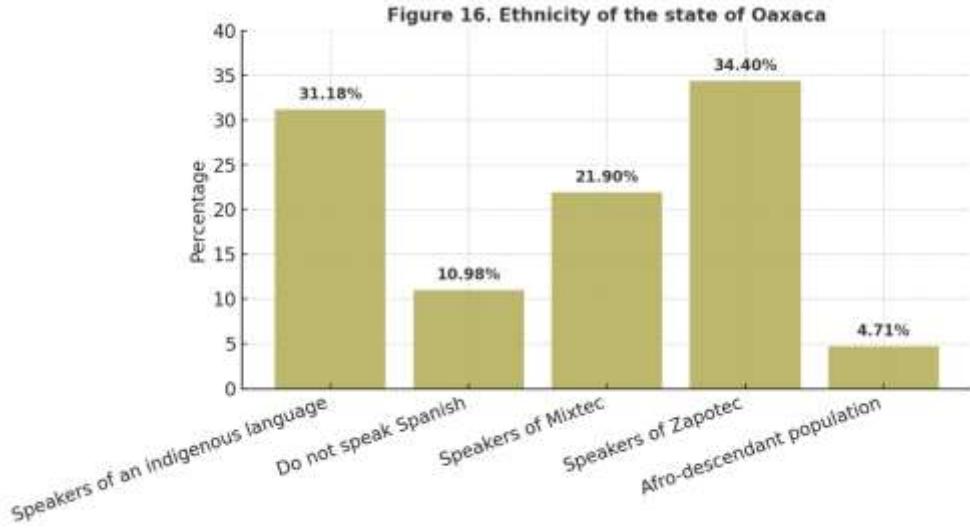


Source: ADIS UABJO (2024)

### 3.24. Ethnicity

The state of Oaxaca has among its population 31.18% speakers of an indigenous language, of which

10.98% do not speak Spanish. The most frequent indigenous languages are Zapotec with 34.4%, Mixtec 21.9%, the black or Afro-descendant Afro-Mexican population corresponds to 4.71%.



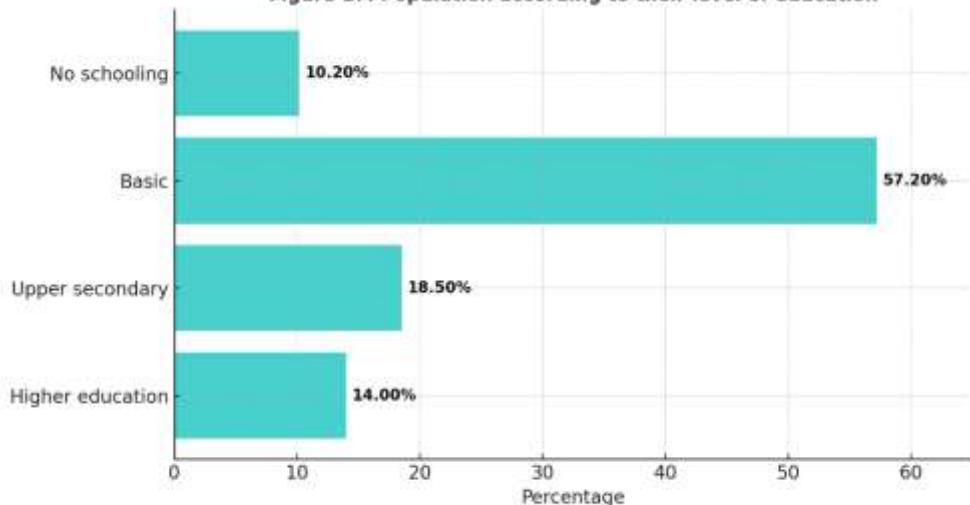
Source: Sociodemographic Panorama of Mexico (2021)

### 3.25. Education

The population of the state of Oaxaca aged 15 and over is distributed as follows according to their level of education; people who do not have a degree of

schooling correspond to 10.2%, basic schooling 57.2%, upper secondary education 18.5% higher education 14% and the unspecified population is 0.1% (INEGI. Panorama Sociodemográfico de México, 2020).

**Figure 17. Population according to their level of education**



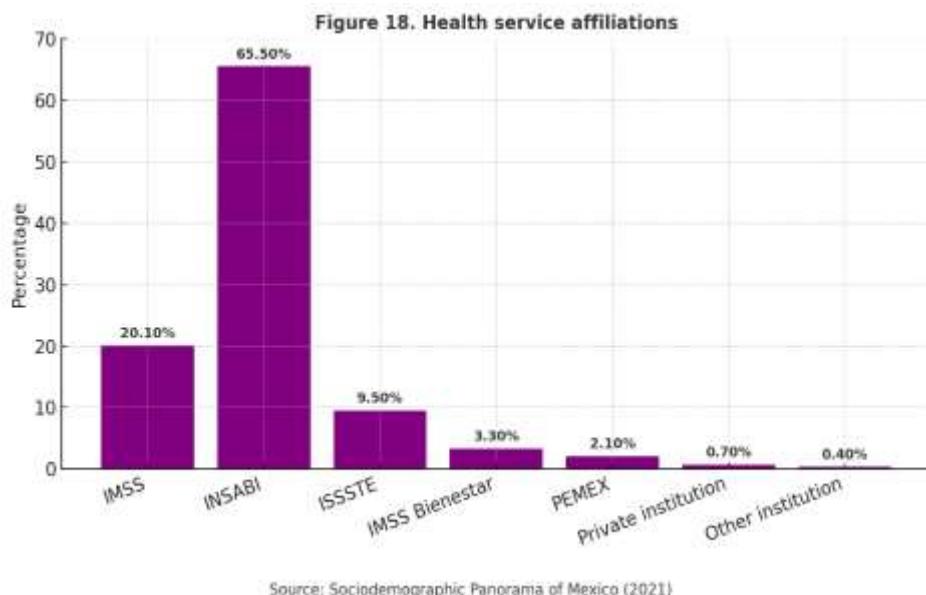
Source: Sociodemographic Panorama of Mexico (2021)

### 3.26. Bless You

Oaxaca is part of the first 5 states of the republic with a higher percentage of people who do not have access to health services with 36.90%, below Chiapas. Life expectancy for the state of Oaxaca in 2020 was 74 years in women was 76.8 years (Plan estatal de Desarrollo Oaxaca 2022-2028).

According to the sociodemographic panorama of

Mexico (2020), 70.3% of the state has 70.3% of the population affiliated to some health service, including multiple affiliations. The Mexican Social Security Institute has 20.1% of affiliations, INSABI has 65.5%, ISSSTE or state ISSTE 9.5%, IMSS Bienestar, PEMEX, Defensa or Marina 2.1%, affiliations to private institutions correspond to 0.7% and to other institutions 0.4%.

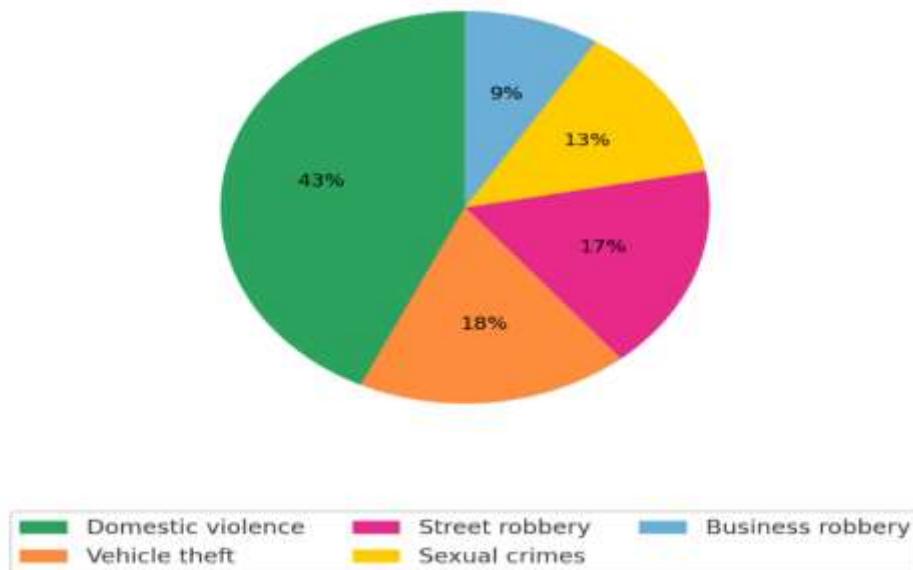


### 3.27. Citizen Security

The state of Oaxaca is 3 years behind in terms of citizen security and federal peace policies. It has a number of 2,678 state police, one police officer for every 1,543 citizens, an insufficient figure to cover security conditions. The crime that has the highest concurrence in the state is gender violence, since it has 40 municipalities in declaration of alert for this crime. 7 out of 10 women suffer this type of violence and the main places are public spaces, schools,

workplaces, communities and at home, the vast majority of them do not file a complaint. For 2022, the main crimes committed in the state are related to vehicle theft and family violence, as well as cases of robbery of passers-by, robbery of businesses and sexual crimes. From January to November 2022, a total of 1,248 investigation folders were opened against the aforementioned crimes highlighted in the regions of central valleys, coast, Isthmus, Papaloapan and the Mixteca (Oaxaca State Development Plan 2022-2028).

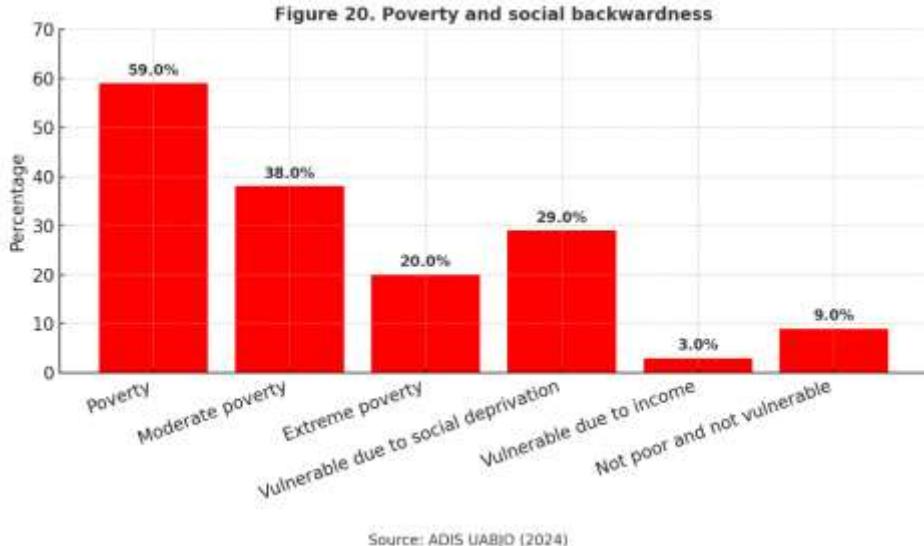
**Figure 19. Main crimes in the state**



### 3.28. Poverty and Social Backwardness

For 2022, according to the Annual Report on the Situation of Poverty and Social Backwardness 2023, the population that presented a situation of poverty

was 63.8%, moderate poverty 39.6%, population in extreme poverty 24.3%, the population vulnerable due to social deprivation was 24.1%, vulnerable due to income 2.5% and non-poor and non-vulnerable 9.5%. (Secretaría del Bienestar, 2023)

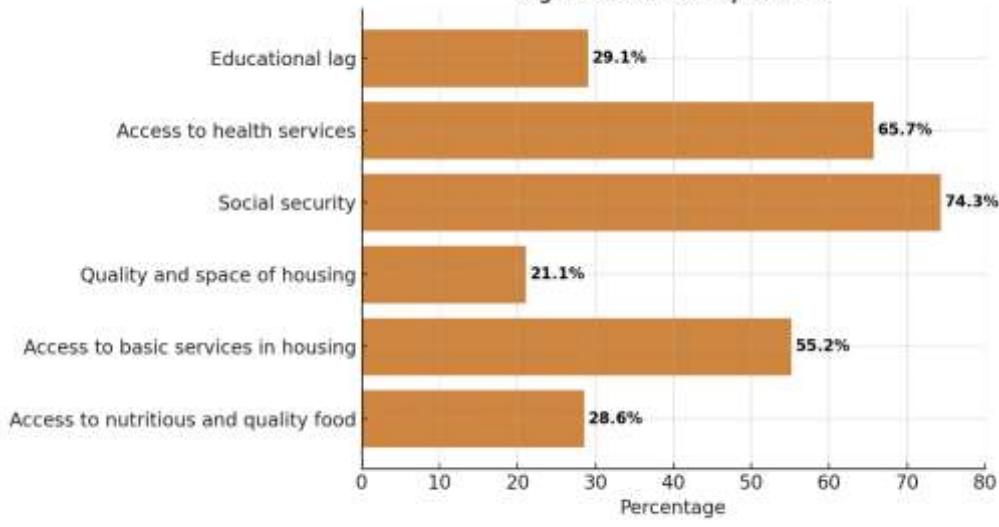


### 3.29. Social Deprivation

Social deprivation in the state of Oaxaca for 2022 was reflected in educational lag with 29.1%, access to

health services 65.7%, access to social security 74.3%, quality and spaces of housing 21.1%, access to basic housing services 55.2% and access to nutritious and quality food 28.6% (Secretaría de Bienestar, 2024)

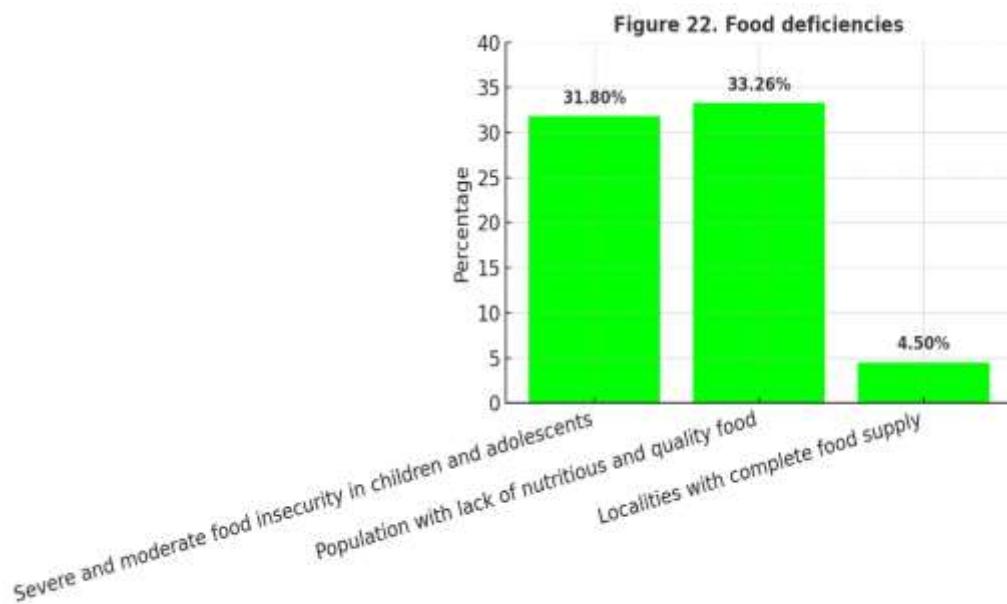
**Figure 21. Social deprivation**



### 3.30. Feeding

According to data from CONEVAL 2020, a lack of access to nutritious and quality food in the state of Oaxaca corresponds to 33.6%, severe and moderate food security in Oaxaca for children and adolescents

corresponds to 31.8%. as for rural communities of less than 5 thousand inhabitants, they do not receive a sufficient supply of essential food, only 4.5% have a complete supply (Oaxaca State Development Plan 2022-2028).

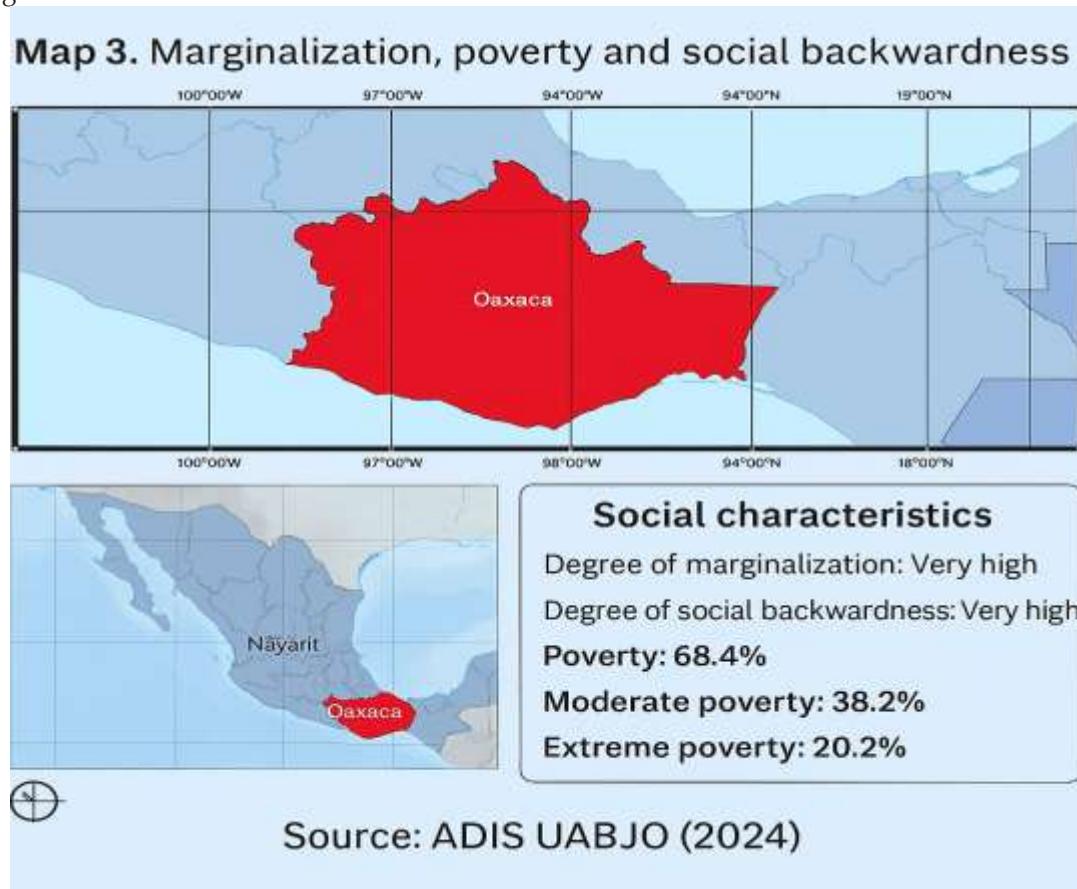


Source: INEGI. Sociodemographic Panorama of Mexico (2021)

### 3.31. Marginalization, Poverty and Social Backwardness

Oaxaca for 2020 presents a very high degree of social backwardness, which is maintained for 2022. According to the National Population Council (2016), the marginalization index is a multidimensional

indicator that measures the intensity of the deprivations suffered by the population through 9 forms of exclusion grouped into 4 dimensions: education, housing, population distribution, and monetary income. Oaxaca has a very high marginalization index.

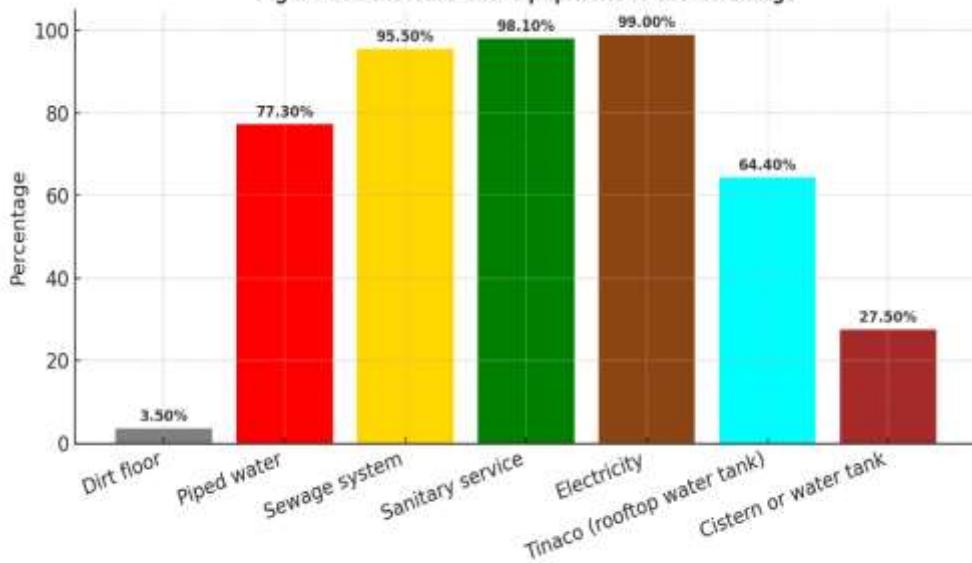


### 3.32. Housing

The state of Oaxaca has a total of 35,219,141 inhabited private homes, with an average of 3 occupants per dwelling and one occupant per room, in terms of equipment and household service, 3.5%

have a dirt floor, 77.6% have piped water, 95.5% with drainage service, 98.1% with sanitary service, 99% of the homes have electricity, 64.4% have a water tank and 27.5% have a cistern or cistern (INEGI. Sociodemographic Panorama of Mexico, 2021).

**Figure 23. Services and equipment of the dwellings**



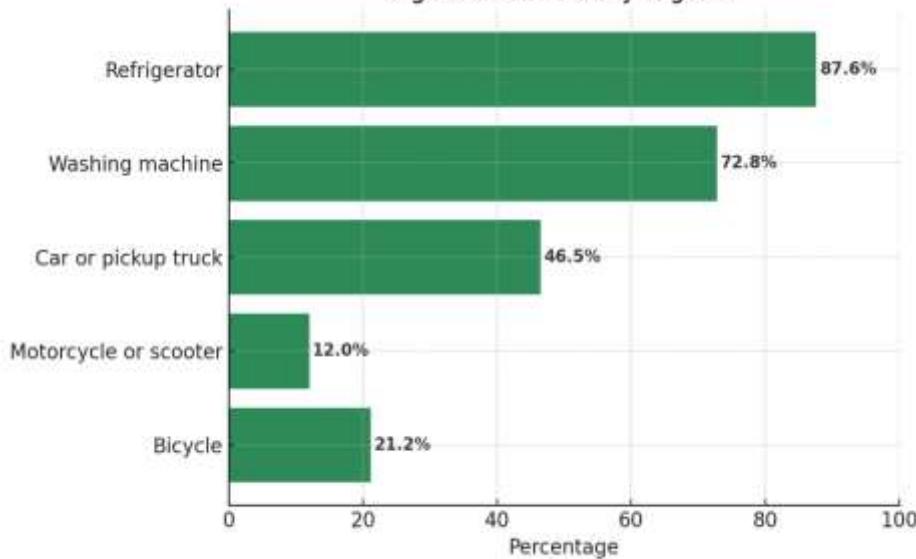
Source: INEGI. Sociodemographic Panorama of Mexico (2021)

### 3.33. Availability of Goods

Homes within the state, according to the sociodemographic panorama of INEGI 2021, 21.2% of

homes have a bicycle, 12% have a motorcycle or scooter, the availability of a car or truck is 46.5%, 72.8% of homes have a washing machine and 87.6% have a refrigerator.

**Figure 24. Availability of goods**

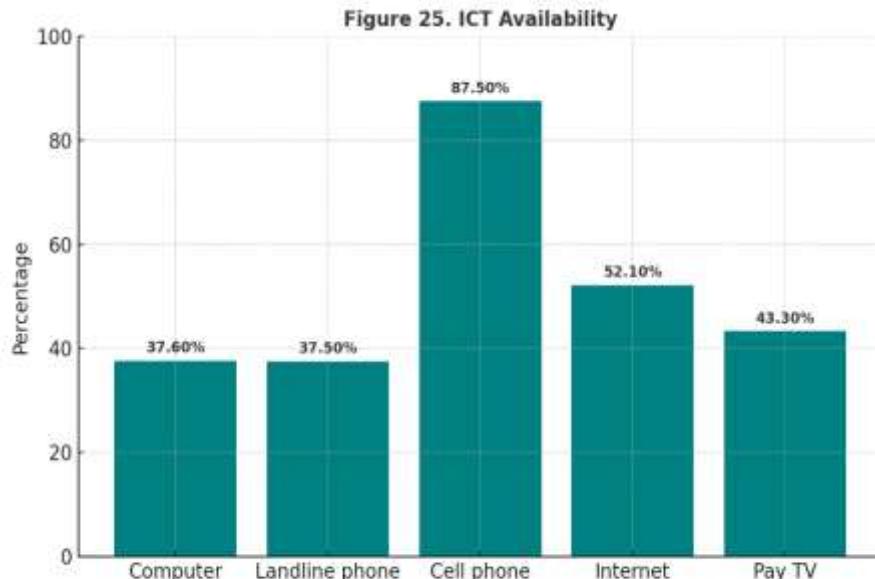


Source: INEGI. Sociodemographic Panorama of Mexico (2021)

### 3.34. Availability of Information and Communication Technologies.

Homes in the state of Oaxaca have different information services, as well as communication

devices, 37.6% of the homes have computers, 37.5% have a fixed telephone line, and 87.5% have cell phones, 52.1% with internet service and 43.3% with pay television.

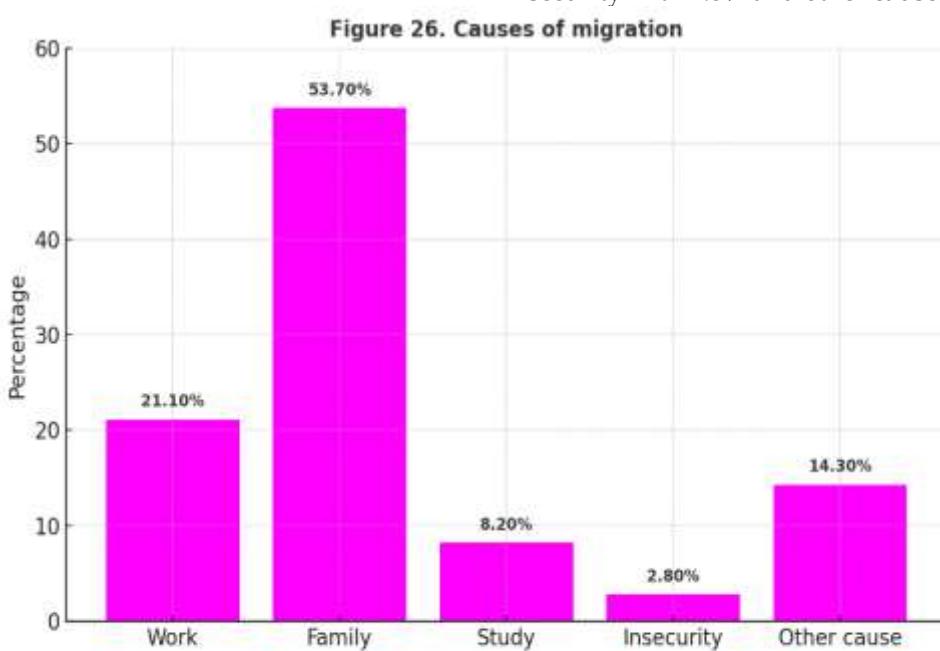


Source: INEGI. Sociodemographic Panorama of Mexico (2021)

### 3.35. Migration

6.2% of people aged 5 years and older correspond to the population that since 2015 has a place of

residence other than the one they currently occupy, the main causes of migration are work with 21.1%, family reasons with 57.3%, study causes with 8.2%, insecurity with 2.8% and other causes with 14.3%.



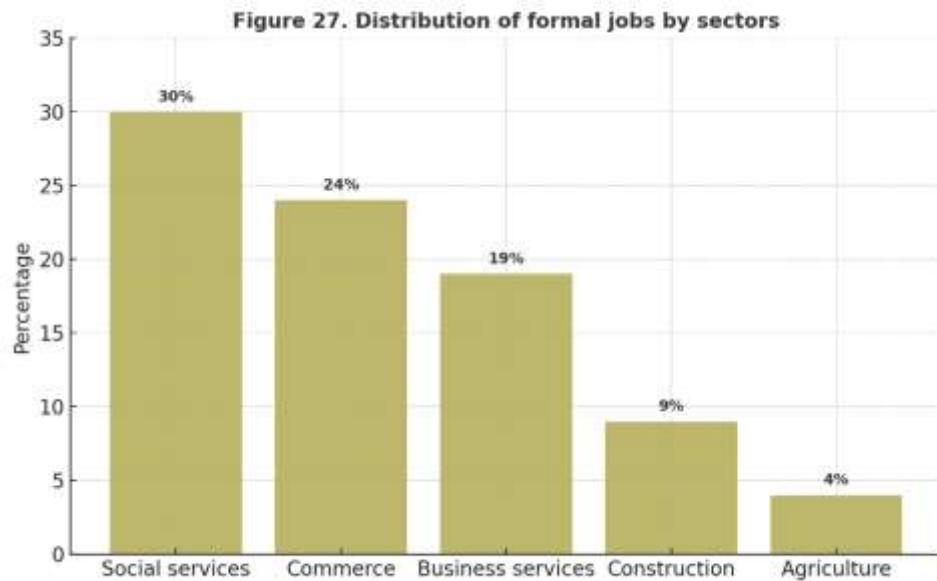
Source: INEGI. Sociodemographic Panorama of Mexico (2021)

### 3.36. Competitiveness, Economic Growth

#### 3.36.1. Employment

For the year 2022, the state of Oaxaca presented a total of 223,694 formal jobs, ranking 25th nationally as job generators, registering an increase after the fall

due to the COVID-19 pandemic. The main sectors in which jobs are distributed are; social service, commerce, business services and construction, while the agricultural sector has a lower number of jobs in this sector (Oaxaca State Development Plan 2022-2028).



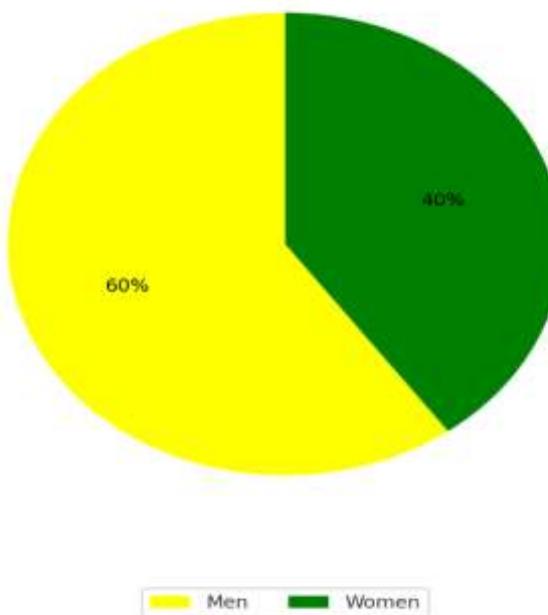
Source: Oaxaca State Development Plan 2022-2028

### 3.37. Economic Characteristics

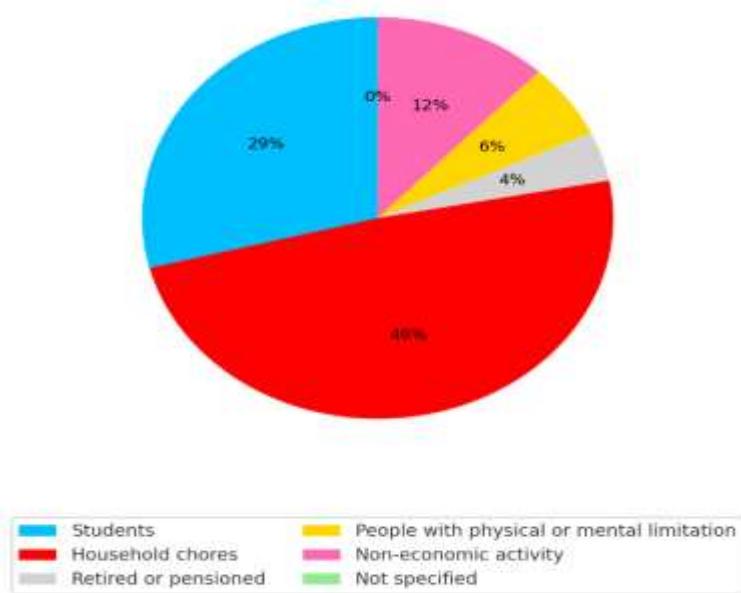
The economically active population within the state of Oaxaca corresponds to 62% of the inhabitants in a range of 12 years and older, of which 40.9% correspond to women and 59.1% to men. For its part, the economically active employed population comprises a total of 98.1%. As for the non-economically active population in the same age

range, it corresponds to 42.8% and is distributed by students with 29.3%, people dedicated to household chores with 49%, pensioners or retirees occupy 3.6%, people who have some physical or mental limitation that prevents them from working is 6.1%. the group of people who carry out a non-economic activity corresponds to 12% and those not specified is 0.4%. (INEGI, 2021)

**Figure 28. Economically active population by sex**



Source: INEGI (2021)

**Figure 29. Non-economically active population**

Source: INEGI (2021)

### 3.38. Business Activity

In the statistical data obtained, a comparison of the Economic Units within the States of Nayarit and Oaxaca was analyzed, however, there are considerable variations in terms of the creation and elimination of the (UE) in various municipalities of the States, however, the COVID-19 health emergency must be considered in the economic impact on the EU. According to the conclusion that the health emergency generated alterations in the economy of MSMEs at the national and international level.(Ramos & Hernández, 2024)

### 3.39. Retail Trade in Nayarit 2015 And 2024

According to information from the National Statistical Directory of Economic Units DENUE (2024) belonging to the National Institute of Statistics and Geography (INEGI).

Retail trade is the last step in the chain of distribution of goods, connecting manufacturers with consumers of a product or service which meets the needs; Within the 20 municipalities of the state of Nayarit, retail trade from 2015 to 2024 was analyzed.(DENUE , 2024)

*Map 4: Retail Trade of the Year 2015 Nayarit.*

Source: Information Taken From DENUE (2024) Through the Software (QGIS, 2024).

In the data according to (INEGI, 2015) a record of 20,212 formal businesses was obtained. The municipalities of Bahía De Banderas registered 551 businesses, in Tepic 1,988, in Santiago Ixcuintla 442, being the main municipalities 3 with trade with Economic Units within the state, in the same way, municipalities with a lower number of economic units were found, the municipality of La Yesca 10, in Huajicori 32 and San Pedro Lagunillas 25, having a considerable difference in terms of the other municipalities.

For the year 2024 to the statistical cut-off of the

month of May in retail trade, 23,278 have been registered, with a difference of 3,066 new Economic Units, having a growth from 2015 to 2024 of 15.17.%.

Within the state, exponential growth was found in the 3 main municipalities of 2015, in addition to the fact that new municipalities were integrated with considerable increases, the municipality with the highest concentration of economic units is Tepic with 8,644 businesses, followed by the municipality of Bahía de Banderas with 3,269, in Compostela 2,315, in Xalisco 1,092 and Santiago Ixcuintla with 1,784.



*Map 5: Retail Trade of the Year 2024 Nayarit.*

Source: Information Taken From DENUE (2024) Through the Software (QGIS, 2024).

### 3.40. Wholesale Trade in Nayarit 2015 And 2024

Wholesale trade is an intermediate activity within a chain of distribution of goods, it consists of the purchase and sale of products in large quantities between commercial companies.

In the state of Nayarit, wholesale trade in 2015 had a participation of 1,287 companies dedicated to this

area, of which the municipalities where wholesale companies predominated were in Tepic (599 companies), Bahía de Banderas (124 companies), Compostela (112 companies) and Santiago Ixcuintla (109 companies). On the other hand, in the municipalities of Huajicori and La Yesca only in 2015 they had 1 company each within their territory.(DENUE , 2024)



*Map 6. Wholesale Trade of the Year 2015 Nayarit.*

Source: Information Taken From DENUE (2024) Through the Software (QGIS, 2024).

In 2024, in the state of Nayarit, companies dedicated to the wholesale sector had a significant increase due to the creation of this type of company, which corresponds to 1,470 companies. The municipalities in the state of Nayarit that show considerable growth are Tepic (617 companies), Bahía de Banderas (152 companies), Compostela (150 companies) and Santiago Ixcuintla (122 companies).

It is important to mention that between 2015 and 2024 it is the same municipalities that continue to lead this type of wholesale sector. There is a growth between 9 years of 14.22% in wholesale trade.

When comparing wholesale establishments in the state of Nayarit between 2015 and 2024, the municipalities that presented a decrease were Acaponeta (-2 companies) and Jala (-3 companies).



*Map 7: Wholesale Trade of the Year 2024 Nayarit.*

Source: Information Taken From DENUE (2024) Through the Software (QGIS, 2024).

### 3.41. Oaxaca Retail Trade 2015 And 2024

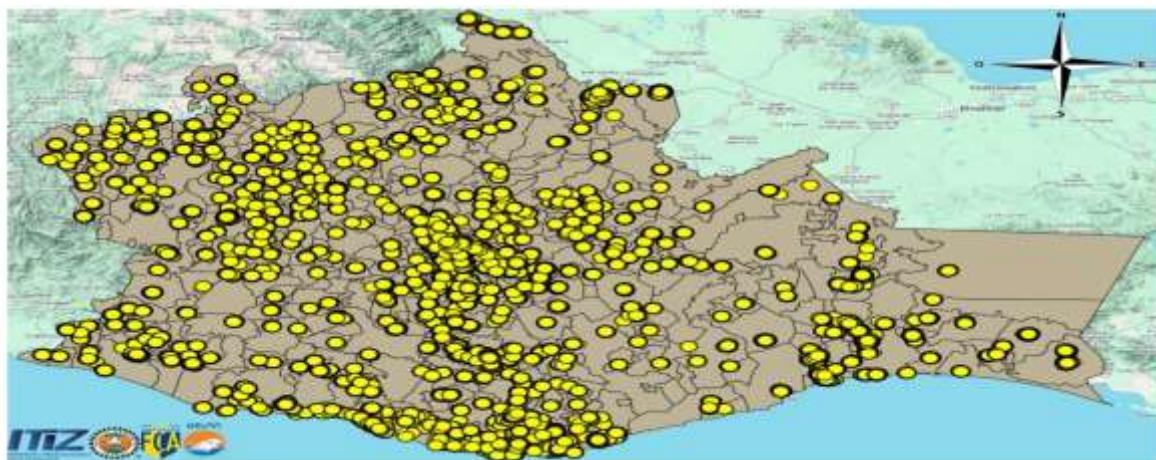


*Map 8. Retail Trade of the Year 2015 Oaxaca.*

Source: Information taken from DENUE (2024) through the Software (QGIS, 2024).

According to the data consulted in INEGI (2015), the above map shows the retail businesses that the state of Oaxaca had in that year, which presented a greater distribution in the central area of the state belonging to the region of the central valleys, followed by the Mixteca, Cañada and the Sierra Norte. The Isthmus region exhibited a greater number of retail businesses in the municipalities near the coastal area and the coastal region had shops distributed along it but with a greater presence in tourist sites. (DENUE, 2024)

On the other hand, for the year 2024 the state of Oaxaca presented an increase in retail businesses in the coastal region, within the tourist areas near the Pacific coasts, the region of the central valleys is shown maintaining the greatest influx of this type of businesses and the regions of La Cañada, the Mixteca and the Isthmus also presented an increase in retail trades, in the same way an increase is shown in the region of the North and South highlands as well as the emergence of new businesses in the Papaloapan region



*Map 9. Retail Trade of the Year 2024 Oaxaca.*

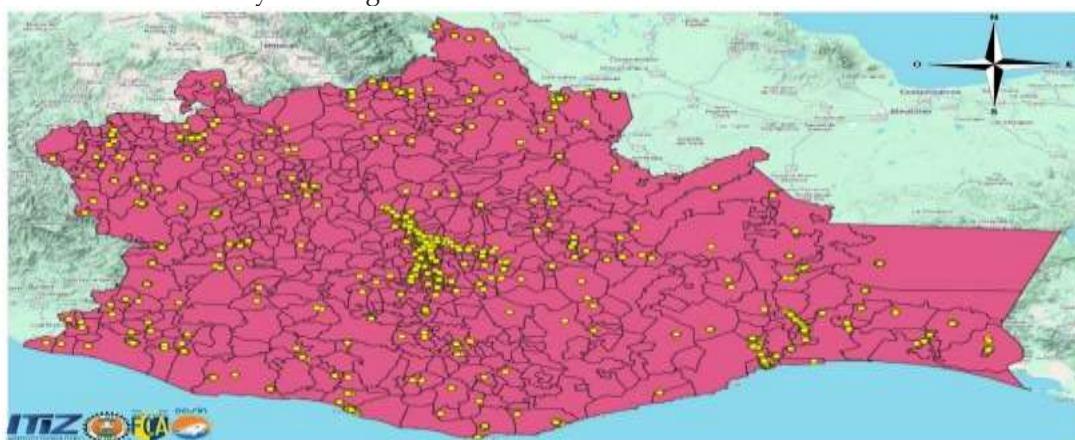
Source: Information Taken From DENUE (2024) Through the Software (QGIS, 2024).

### 3.42. Wholesale Trade in Oaxaca 2025 And 2024

According to the research, most of the municipalities in the state of Oaxaca have a high rate of marginalization due to the high number of social deprivations presented by the populations, such as educational backwardness, access to housing, access to food and security. On the other hand, according to new changes in the market, public investment and to mention a few, the growth of MSMEs has been modified during the period 2015-2024. (DENUE , 2024)

The following map of the state of Oaxaca represents the wholesale companies registered in the treasury during the year 2015, it is observed that in the region of the Central Valleys the largest number

of companies in the state is concentrated, subsequently, the region of the isthmus is located some businesses, consecutively the region of La Cañada and Tuxtepec is present. According to information from the National Statistical Directory of Economic Units DENUE (2024), belonging to the National Institute of Statistics and Geography (INEGI), 3756 wholesale trade companies were registered during 2015, highlighting the municipalities of Oaxaca de Juárez with (665) economic units, later, San Juan Bautista Tuxtepec (229), Heroica Ciudad de Huajuapan de León (182), Heroica Ciudad de Juchitán de Zaragoza (140), San Pedro Mixtepec with (107), and finally, the municipality of Salina Cruz with 110 units.



*Map 10: Wholesale Trade of the Year 2015 Oaxaca.*

Source: Information Taken From DENUE (2024) Through the Software (QGIS, 2024).

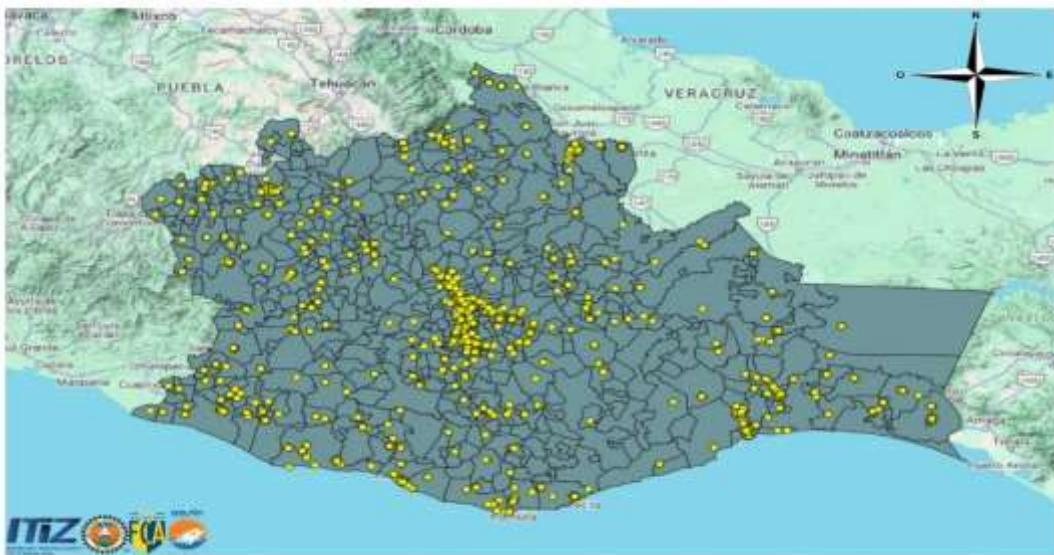
With respect to the above, it is observed that the registered wholesale companies increased during the beginning of 2024, according to this, the Central Valleys maintain a high number of companies located in the region, followed by the region of the

isthmus, coast, ravine and Papaloapan.

Regarding wholesale trade in 2024, the following was determined: of the 570 municipalities, it was recorded that the municipality of Oaxaca de Juárez has 806 formal companies, followed by the Heroic

City of Huajuapan de León (274), San Juan Bautista Tuxtepec (262), Heroic City of Juchitán de Zaragoza (149), Rojas de Cuauhtémoc (137), finally, the municipality of Santiago Pinotepa Nacional (125).

On the other hand, it should be added that during the period 2015 to 2024, 960 more companies were created, generating a growth of 25.5% (DENUE, 2024).



*Map 11. Wholesale Trade of the Year 2024 Oaxaca.*

Source: Information Taken From DENUE (2024) Through the Software (QGIS, 2024).

### 3.43. Comparative Analysis of Retail and Wholesale Businesses 2015 and 2024 in Nayarit and Oaxaca

#### 3.43.1. Nayarit

The most predominant activities in the state of Nayarit are commerce and services, specifically in the Riviera Nayarit. However, tourism is a fundamental sector in the state's economy, as it is driven by its beaches and its growing hotel support. However, one of the great risks of the state is, to a large extent, its dependence on tourism, coupled with great regional inequality with limited employment opportunities in some municipalities. This research includes indicators taken from the DENUE database, where the years 2015 and 2024 are compared, relating the companies that were registered in those two years. As can be seen in tables 1 and 2, we can see that in the 20 municipalities that make up the state there is a growth in the number of wholesale and retail SMEs.

In data taken from the DENUE of May 2024 we find that 1479 wholesale companies were registered which, compared to the 1287 companies in 2015,

represent a growth of 14.22%. It can be seen that, when relating these two years, there is a loss of 5 companies in two different municipalities, Acaponeta and Jala, where a growth of 3% and 5% of retail can be seen respectively. The relationship between the growth of wholesalers and the growth of wholesale trade can be clearly seen in the municipality of Compostela, which grew 39% in small shops and, therefore, increased wholesale trade by 34%, i.e. 38 wholesale businesses and 649 retailers.

It is also observed that a single municipality presents negative numbers in terms of losses of micro enterprises, this is the case of San Pedro Lagunillas, which loses 13 companies, because from 121 businesses it went on to have only 108, that is, 11% less, affecting the number of companies created wholesale with only one.

Thanks to these indicators provided by the DENUE, we can see that the aggregate demand originated by the consumption of small merchants has a direct relationship in the creation or disappearance of medium-sized or distribution companies in the state of Nayarit.

*Table 2: Companies Registered In 2015 and 2024 in The State Of Nayarit.*

COMPANIES REGISTERED IN 2015 AND 2024 IN THE STATE OF NAYARIT				
Wholesale	2015	2024	Comparative	% Growth
	1287	1470	183	12.44%
Retail Trade	20212	23278	3066	13.17%

Source: Information Taken From The National Statistical Directory Of Economic.

### 3.43.2. Oaxaca

Oaxaca is one of the states that, for many years, has occupied the first places due to its high degree of marginalization. However, despite this significant data, during this research it was observed that, when comparing the years 2015 and 2024, there are a significant number of municipalities that, despite this condition, have grown in the number of SMEs that are engaged in both retail and wholesale trade. According to data from the DENU, in 139 municipalities there was a loss of registered businesses in 2024 compared to 2015, representing 1489 fewer small businesses. However, in 405 municipalities, 12821 new retail businesses were registered, which represents 15.85% growth throughout the state (DENU, 2024).

As a consequence, larger companies dedicated to wholesale trade have increased by 25.56%, that is, 960 new companies of this type were created. In other words, if the municipalities grow in the number of SMEs dedicated to retail sales, they directly affect the

wholesale distributors in the region, although it should also be mentioned that in 80 municipalities there is a decrease in wholesale distribution SMEs, that is, 255 less, and these municipalities grew very little or not at all in the number of retail businesses.

The dependence of wholesale businesses on SMEs dedicated to retail can be seen in their growth, since 224 municipalities present an increase in the number of wholesale businesses, mainly concentrated in the region of the central valleys, although the regions of the coast, isthmus and the Papaloapan basin also stand out. This growth of these two categories of businesses results in an increase in the employed population in the municipalities and regions of the state.

In summary, in the state of Oaxaca there is a growth in SMEs dedicated to both wholesale and retail trade. Wholesale businesses depend on retail businesses for growth. In addition, it does not matter the degree of marginalization that a municipality has to continue creating SMEs, because as shown in the table, there is still growth despite this condition.

*Table 3: Companies Registered In 2015 and 2024 in the State Of Oaxaca.*

COMPANIES REGISTERED IN 2015 AND 2024 IN THE STATE OF OAXACA				
Wholesale	2015	2024	Comparative	% Growth
	80	139	59	42.44%
Retail Trade	960	12821	11861	92.5%

Source: Information Taken From The National Statistical Directory Of Economic.

## 4. DISCUSSION AND CONCLUSIONS

The results allow us to identify the conditions of poverty in both geographical spaces, in this case Nayarit and Oaxaca, and this in turn makes the researchers take up theoretical frameworks and research works from Latin America and the Caribbean, which allow us to identify the cause of poverty levels in individuals, not in the context. since the context explains the conditions of marginalization and poverty of why the individual remains poor.

According to the hypothesis raised, it is accepted. It can be observed that in a context of poverty and marginalization, SMEs generate jobs and boost aggregate demand, given that Table 1 Nayarit and Table 2 Oaxaca reflect the growth of retail trades, which indicates that they are the ones who consume wholesale companies in both economies.

The role of SMEs is the generation of jobs, economic development, innovation and constant adaptation, economic development develops with the increase in aggregate demand, since according to map 9 it was possible to identify that there is an increase in retail businesses who buy or demand products from wholesale companies. Similarly; With this answer to the research question posed, the general objective is

achieved, in that sense it was identified that these small and medium-sized enterprises have a short period of life derived from the economic situations in a context of poverty and marginalization that they experience, however despite these situations they have managed to survive.

The results show that the economy of Nayarit is smaller than that of Oaxaca. The specific objective of developing a socioeconomic profile made it possible to observe that the economy of Nayarit is smaller with respect to the number of inhabitants of the economy of Oaxaca.

On the other hand, derived from the empirical and scientific research work, a line of research emerges to be analyzed specific to the study of small and medium-sized succession companies. One of the recommendations for public policy advisors is to identify and underpin that in the context of marginalization in which MSMEs are located, it is a defense mechanism in the population that lives in conditions of poverty and generate their own jobs or participate as a workforce in small and medium-sized enterprises that disappear. Subsequently, it is suggested that governments, through SME support units, generate training courses to develop skills and

knowledge that will encourage individuals to obtain appellations of origin, patent their products and become familiar with the aspects of a business plan to

evaluate opportunities in the market and comply with legal requirements. so that these can be within formal companies.

**Contributions From The Authors:** Conceptualization: Ramos-Soto. Software: Ramos-Soto. Validation: Ramo Soto Ana Luz. Formal analysis: Sepúlveda-Aguirre. Data curation: Hernández Hernández. Writing-Preparation Of The Original Draft: Hernández Hernández and Sepúlveda-Aguirre Writing-Revision and Editing: Hernández Hernández, Beatriz Rebeca and Sepúlveda-Aguirre

**Acknowledgements:** This text is derived from the Summer of Scientific and Technological Research of the Pacific 2024 with the Technological Institute of Tepic.

## REFERENCES

"DENU. (2024). National Statistical Directory of Economic Units. Consultation systems. <https://www.inegi.org.mx/app/mapa/denu/default.aspx>

Government of Mexico. (2017). National Institute for Federalism and Municipal Development. Centennial of the state of Nayarit. <https://www.gob.mx/inafed/articulos/centenario-del-estado-de-nayarit>

Gómez, A. (2023). Poverty in Mexico: a struggle that does not end. *Contralínea*, p. 3. <https://contralinea.com.mx/noticias/pobreza-en-mexico-una-lucha-que-no-acaba/>

"Hernández, P", "Mendoza, D". (2023). In Nayarit, the poor squander; the rich save. *Meridian*. MX, p. 3. <https://meridiano.mx/2023/08/31/en-nayarit-despilfarran-los-pobres-ahorran-los-ricos/>

INE. (2006). Previous INE portal. Report on the Federal Electoral Process 2005-2006. <https://portalanterior.ine.mx/documentos/DEOE/MemoriasProcesos/memorias2006/18/00/cap01.pdf>

INEGI. (2020). Sociodemographic panorama of Mexico. Composition by age and sex. <https://www.inegi.org.mx/programas/ccpv/2020/tableros/panorama/>

INEGI. (2021). Sociodemographic Panorama of Mexico. Inegi reports. <https://www.inegi.org.mx/programas/ccpv/2020/tableros/panorama/>

INEGI. (2020). Sociodemographic Panorama of Mexico. National Institute of Statistics and Geography. <https://www.inegi.org.mx/programas/ccpv/2020/tableros/panorama/>

Nayarit State Development Plan 2021-2017. (2020). Secretariat of Sustainable Development. Nayarit State Planning Institute. <https://sds.nayarit.gob.mx/Content/files/PED2021-2027/PED-NAYARIT-2021-2027.pdf>

Oaxaca State Development Plan (2022-2028). Government of the State of Oaxaca. Oaxaca Finance: [https://www.finanzasoaxaca.gob.mx/pdf/planes/Plan\\_Estatal\\_de\\_Desarrollo\\_2022-2028.pdf](https://www.finanzasoaxaca.gob.mx/pdf/planes/Plan_Estatal_de_Desarrollo_2022-2028.pdf)

"Ramos, A, "Hernández, B". (2024). Diagnosis and behavior of MSMEs in Mexico. *Revista Venezolana de Gerencia*, 11(1), 1. <https://doi.org/https://doi.org/10.52080/>

Secretary of Welfare. (2024). Secretary of Welfare. <https://www.gob.mx/cms/uploads/attachment/file/887109/20Oaxaca2024.pdf>

Secretary of Welfare. (2023). Government of Mexico. Secretary of Welfare. <https://www.gob.mx/cms/uploads/attachment/file/791860/20Oaxaca23.pdf>