The history of life in the foundation of xocolátl

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ABSTRACT
The business project "Xocolatl, Drink of the Gods" of the SME sector in Mexico, is a success story, whose formal management is currently adequate, but there is something deeper that has positioned it in the place it is now. Beyond the measurement of what is visible, the quantitative and the numbers, knowing how it was founded and what led the company to remain in the market, unlike other entrepreneurs who saw the need to closing in the first years of your business will allow you to analyze the intrinsic and cultural factors that are key to your success. This study deals with the existence of the company, addressing its life history, the circumstances that influenced its foundation and permanence, which are very particular and could not be known more than through the narrative of its founder.

Keywords: life story, narrative, success.

1 INTRODUCTION
In the country, SMEs are largely the engine of the economy, however, their permanence in the market is in most cases very short (INEGI, 2020), which is attributed in large part to the availability of support, and resources to the business idea itself and is also due to issues that directly or indirectly affect it, such as insecurity and corruption. However, companies such as "Xocolátl, Drink of the Gods" attract attention, a marketer of products, Oaxacan handicrafts and food from that region, which established in Querétaro has managed to overcome the difficulties of a constant crisis in the country.
How is it that you have managed to remain in the market, when others, even with some support, have not been able to stay for more than five years? What is the difference? The study goes beyond the administrative organization, which is practically taken for granted, since the chaos in this aspect for a long time would have wreaked greater havoc by threatening its existence. It was decided to go into a more qualitative aspect, so that the experience reaches people and moves them to continue, to persevere, to fight for their dreams and projects, since it turns out that the history of life in the foundation of Xocolátl, in several aspects could be like a mirror for Mexicans, but the differences mainly in values, in acting and decision making, could be the key to their permanence and success. And it is that the efforts, the confidence in the vision, the intrinsic and the determination in decision making can hardly be measured and it is something that the Xocolátl management considers constitutes by far the difference with respect to those who fell by the wayside. To delve into this, the interview was used as a tool to gather information. It was very gratifying to see the enrichment it brings, when it is transmitted in the best way: from the mouth of someone who has lived history, for the same reason, the investigation tries to be faithful to their words.

Once the intention has been put on the table and what the research consists of has been described, it is convenient to describe what the life story refers to and what its role in the research is.

2 THE IMPORTANCE OF LIFE HISTORY

The fact that the past permeates the present cannot be ignored, since it leads a person to make decisions throughout his life and clearly the result is his current reality. The life story or biographical method is defined as the research strategy that allows building an important resource for the study of human events (Puyana, 1994), disciplines such as anthropology, sociology, history, have used the life story. It has also been used in psychoanalysis, and in social work. In this way, by combining interdisciplinary efforts and different research strategies, the studies can complement each other in a great way, without leaning towards a specific result, on the contrary, different perspectives and data are accessed that finally lead to an interpretation and analysis without doubt more successful and mainly enriched. The characterization of the study of social sciences, the subjective nature of some topics requires focusing on language and dialectics, for this reason it is necessary to turn to life stories as a source of importance in research. However, some suggest the use of life stories with certain caution, that is, precisely because it constitutes a very personal contribution of the narrator or author, it should not become the only basis that supports the research that is carried out (Ochoa, 1997).

History itself is said to have been written by the victors, but orality has been a very important tool that has greatly safeguarded the fidelity of events and their memory. Anthropologists and sociologists have used life histories as part of their methodology. The life story as a resource in research provides an
enrichment that comes from the perspective of someone who has lived certain experiences, the narrative may have aspects such as the examples given by Feixa (2011), on the reflections of Antonio Gramsci: the narrative of the last member of a native tribe of the United States, where life in his town and his situation after being colonized is described; another life story describes the changes that someone has faced as a process of adaptation to living in a different region than the one they used to inhabit; the narrative of life history can also help to understand the way in which a people and its culture live, such was the case that the anthropologist Oscar Lewis exposed about the life of a common family in Mexico, despite being rebuked for writing literally how they expressed themselves and the situations that the Sánchez family narrated in their daily lives, he came out in defense referring to the fact that it was "a living testimony of the ways of life, of the ideologies, of the ideals, of the customs, of the problems" that They suffered in an environment of poverty. These examples show us how data can be obtained and in its particularities characterize a culture or a social phenomenon. When considering qualitative research (Chárriez, 2012) especially in the field of social sciences, it should be known that it is built on meanings and symbols, in many cases the study will not be complete without the depth provided by relying on a life story, is undoubtedly a resource that cannot be discarded. In this way you can have an approach to the identity of the people, to the traditions, to the customs and to the culture itself. When the individual narrates his story, he is not only sharing a part of his life, but through his emotions, expressions and non-verbal gestures he offers something even more personal and therefore valuable. When the individual is telling his story and what led him to be where he is, he uses different times and spaces and, without a doubt, he can go from here to there without a specific order to reconstruct certain facts that constitute his life. That life story that comes from a narrator, from the author and main actor, in the hands of the researcher becomes a life story when he gives it form. (Cornejo, 2008). At the end there is talk of sharing a life experience, and as mentioned before, a very personal part of the narrator, as he reveals his values, his human side, through a subjective story.

Life history contributes a lot to research and its outstanding objectives are (Olabuenágana, cited by Sanz, 2005):

- Capture the essence of biography, considering time and space, facts and their meanings, relationships and their influence, everything that surrounds the individual.
- Knowledge of change and its impact, along with the issues that happen to people, reveal their humanity and what they experience through the years.
- The interpretation of the individual's own actions in relation to others, the merits that are attributed and the responsibilities, are a contribution that in fact shows a very deep side.
Many social phenomena can be explained from the personal experience of specific individuals, especially when talking about leaders, characters at the center of revolutions and other events.

The dimensions to elaborate life stories can address the constructivist sense in which the person turns to their consciousness to go step by step revealing what happened; For its part, the clinical dimension, intersubjectivity, is the framework of history; the deep dimension means subtracting a real segment until conceptualizing it. Understanding the human being as a whole means turning to the human sciences and their interaction for study, this is called the interdisciplinary dimension (Sanz, 2005).

The following are approaches to life stories (Cornejo, 2008):

a) The hermeneutical approach. The interpretation of the experience we live, we normally express it on a daily basis through stories, becoming the narrators and actors of our own lives, this is part of the identity. There is not necessarily coherence because it goes from one fact to another, other stories are introduced within the same story, forming something extremely dynamic. It is important to emphasize that the registration in a field diary, surveys, personal writings, interviews, observation, recordings are tools and techniques that can be of great support for the narration of life stories.

b) The existential approach. What we are, is transmitted whether we like it or not, when we talk about what happens to us, the position assumed as soon as the narrator decides to give part of his story, both about him and whoever has decided to listen to him, is very interesting. These two parts are immersed in the events that are said, in one way or another, it is inevitable to feel sympathy or not for what is being heard or even empathy since in our characteristic shortcomings and defects of our humanity, they lead us to it.

c) The dialectical-constructivist approach. Like the exchange of experiences, it does not seem that the story belongs to one or the other, that is, the narrator and the narratee tend to explain and make contributions that do not really derive from the one who knows more, but from their position they can do it and contribute to that dynamism of which mention has already been made.

The process to follow to access a life story is particularly empirical and starts from the fact that a narrator is required, since he is undoubtedly the most important figure, without him there are no events to communicate.

- Look. The expressions and gestures when narrating, are to be taken into account, since they accompany the narrative, they reveal a lot and a good observer knows it.

- Listen. Each word that comes out of the individual who is expressing the events is important, since it will allow us to appreciate what he wants to communicate, since he almost relives the experience he is narrating.
• Compare. The comparison with the existing information, even from other sources, will allow the researcher to form a solid life story and verifying or complementing it with historical facts will allow reinforcing the individual's perspective.

• Write. The next part consists of transferring to paper what has been collected through documents, interviews, etc. To give it form and coherence, transferring what was obtained from the narrative to the investigation.

The life story requires the presence of a researcher who is attentive to the account of an individual's experience, it is the main difference with respect to the autobiography (Martín, 1995). It supposes a relationship of empathy in which you are immersed and you are able to visualize each stage, each step of the narrative, immersing yourself in a dynamic experience in which it is possible:

• Analyze the person's life and go to the oldest memories.

• Unveil a central theme in the story.

• Shape and organize the facts without affecting the coherence and fidelity to the narrative.

As part of the methodology in the design of the life story, it is recommended to first define the topic, the objective and know from what angle it is going to be approached. It is necessary not to lose sight of the fact that the whole of the life story derives from the biography where subjectivity, the social, the physical, the identity, etc. They coexist (Cornejo, 2008). Determining the means and tools through which the data for the investigation will be obtained is also a very important part.

3 METHODOLOGY

There is a process that technically helps to elaborate a life story, all part of the design and approach of the research, that is, not only is it sought to know the life story for no reason, but there is something about the person that motivates wanting to know more., whether it has been related to a historical event, its success in a certain field, its role in today's society, etc. This technique consists of (Cornejo, 2008):

a) Collecting data. It involves using some tool to collect information, be it printed such as newspapers, orally through an interview, all possible resources are used to reveal and support the life story.

b) Data storage. There are many devices and ways in which data from interviews, writings, etc. can be captured and protected. For example, in digital or electronic media.

c) Analysis of data. Since we have the set of information that has to make up the investigation, we proceed to its analysis to integrate a study and emphasize the contributions to the subject.

Presentation and publication of the study. Once the investigation is structured to its final point, it seeks to disseminate and publish it in the appropriate media so that it reaches the target audience.
The main tool used in this study is the interview. Certain days were set on which they talked, in fact a more or less informal talk was conducted in the sense that more than a script, on the fly the questions were raised derived from doubts regarding what he was sharing, it was an experience even of camaraderie and trust, which gave the opportunity to delve a little deeper into the story of life.

How the Xocolatl case was dealt with. The starting point for him to share his experience with us was with the question: How did the company come about? It was decided to approach from that moment or situation that the founder considered decisive to embark on a path that not many dare, that of entrepreneurship.

✓ Definition of the participants and the means or forms for the approach.

In this case, the participant was the owner of the business, who in the end defines its path and the decisions that infer in the path of the company. There was also an interviewer.

✓ Communicate the objective of the research and formal presentation of the researchers.

The approach through an interview was determined once the experience of the service and consumption of products in Xocolatl was had, since there was a certain trust and camaraderie. They were made aware of the school's interest in knowing the keys to their success and the factors that led them to create a business.

✓ Obtain the resources to carry out the collection of information and access the narration.

It was necessary to have recording equipment, a laptop and material to make notes.

✓ The interview as a key tool in gathering information.

The interview was formal due to the order and the stated objective, the conduct was in charge of a person, who, as a moderator, redirected the attention when necessary and also acted as an observer.

4 ANALYSIS AND CONCLUSIONS

From the beginning it was possible to see that in order to know about Xocolatl "Drink of the Gods", it was undoubtedly necessary to know how it was founded, which leads us to analyze its conception from the point of view of the owner, Mr. Miguel Ángel Zaragoza., an entrepreneur who, due to circumstances, has mobilized in order to seek the best conditions for his family, which is his driving force, which has made him take steps, take risks and make decisions. Something very important to emphasize is that this could be the most common story in our country, especially taking into account the challenges that the economy has generated and the prevailing social conditions, which people face every day. However, it is not the most common case, but one of the lucky ones, since not only did he become an entrepreneur who generates work, who manages to support his family, but has also managed to pass the average trial period of an SME in our country and has also achieved sustained success. Therefore, for the investigation it was considered to go beyond the data and the administrative construction of the company, because as
mentioned, the conditions in which it has been found are the same as a large number of people, so in fact His actions and decision-making in certain circumstances seem to be the key that has led him to position himself. Being something more intrinsic, it has been decided to analyze it based on its life history.

5 FROM THE LIFE STORY OF XOCOLÁTL STANDS OUT

In Xocolátl, an aspect of great importance that the family emphasizes is the love for Mexico and its traditions, and their desire to extend the experience of the Oaxacan culture to those who have not had the opportunity to know it, or who know it, but wish to continue experiencing its aspects through food, clothing and other products. The vision of the founder, as a leader and head of the family, has allowed him to live day to day with their support, which is the result of the character he has shown to carry them forward, it is very striking that at no time is he assumed to be a victim of circumstances, but takes an active part in every challenge, every opportunity, which has led them to where they are. For example, there are those who would be discouraged by the government obstacles that they have experienced and the lack of support from some institutions in the country, created to give impetus and support to SMEs, which, from their point of view, have been overwhelmed by demand. what's up.

Its founder stressed that a man without values is undoubtedly destined to fail, since he will probably give in to situations that lead him to a precipice, for example, giving rise to issues that involve acts of corruption, perhaps it will help to move forward momentarily, but it is a trap that in the end does not ensure the survival of the business. The values that he assumes, among others, are those of persistence, respect for people and the human condition itself, and he also adds love for the country and its traditions, combining them helped him to have the business idea that now gives him sustenance and Of course, he emphasizes the fact of "loving what he does", that avoids the troubles of those who feel imprisoned developing an economic activity whose sole purpose is to provide subsistence, without really leaving them anything else.

Xocolátl, literally, opens the doors of its house to share with people and its members recognize the bond they have been able to form with their clients, even becoming a place to which they return for the experience of the familiar and the traditional. The director of the company wants to highlight the fact that without the relationships of trust that he has been able to develop throughout his life, he would not be where he is now. Friends, family, employees, suppliers, everyone at some point has promoted the project they created in one way or another.
REFERENCES


