

BUSINESS DEVELOPMENT OF SME DEDICATED TO SOFTWARE

DEVELOPMENT IN BAJA CALIFORNIA, MEXICO

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ABSTRACT

This work was made in small and medium sized companies (SME), dedicated to software development in the State of Baja California; with the purpose of generating information about three key points in this industry: the development, client's satisfaction, and software quality, considered important factors in the software industry in this region. SME that shape the sample of this work are organizations that have a number of employees between 5 and 250, and that are growing. During the analysis, we made surveys via e-mail to managers in SME, as well as personal interviews. The information, analysis showed that each of every dimension mentioned impacts directly in the process of software development, as well as information received from the client regarding satisfaction and quality with which software products offered by these companies are made. In addition, results obtained belong to 52 SME dedicated to software development, which allowed to identify the link between development, client's satisfaction, and quality, and how they influence results in this industry, looking to contribute to the continuous enhancement of the software, since SME activities related to this work are focused on satisfying clients and involve many external factors that invite them to participate in the continuous enhancement and innovation activities.

KEYWORDS: Organizational Structure, Software, Development, SME & Client's Satisfaction and Quality