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Strategic Plan for A Consulting Company Specialized in Design, Assembly and Maintenance in Telemetry, Automation and Scada System - Lima - Peru 2023 – 2024

Marcos José Barrera Chaupis[1]

Abstract

Objective: The study proposes to elaborate a strategic plan to increase the effectiveness of the service in a consulting company specialized in design, assembly and maintenance for the period 2023 - 2024. Method: For the design of the strategic plan, the necessary information was obtained through the application of a survey to a sample of the population under study. The population consisted of N = 136 persons. Results: The results were obtained by asking questions to 100 respondents. In the independent variable: "Strategic Plan", it is shown that each of the questions includes the item according to an average of 90.8%, i.e. there is agreement. In the dependent variable "Consulting Company Specialized in Design, Assembly and Maintenance", it is shown that each of the questions, includes the item according to an average of 90.93%, i.e. there is conformity. Conclusions: Conformity of 90.8%, to use the strategic plan, as a memory aid, in the formation and growth of the consulting company, and considers synchronizing the efforts of the departments involved, for a better development in the internal analysis, to help in decision-making and achieve the goals of the consultant.

Keywords: *Internal and External Analysis, SWOT Matrix, Strategic Plan, Indicators and Objectives Of The Plan.*

INTRODUCTION

The company where the study was conducted provides industrial maintenance services in the field of automation and control transformation. The current market requires that organizations use the necessary tools to improve quality and offer customers competitive advantages over their rivals. The services offered and the approach of the areas, presents lack of organization in processes, errors in files, delays in results, lack of responsibilities, and the company does not have a strategic plan, nor indicators in processes or strategic. In order to evaluate the consultant, meetings are held, the "bag of ideas" is executed, a tool that mentions the most important problems for the company, a list of problems is obtained, and ten (10) main problems are obtained. Table 1 shows the list of problems, based on the causality analysis.

Table 1. *Mentioning the Problems*

Item	Description
1	Lack of Strategic Plan
2	Lack of interest among partners
3	No Customer base
4	Redefine Services
5	No contact reproval
6	No specialized certification
7	No ideal target audience for certain products
8	Lack of financial resources
9	Submission of third parties in providing services
10	No similarity to products/services

Source: *Own elaboration*

[1] Universidad Nacional Federico Villarreal. E-mail: mjbch200621@hotmail.com

The company faces low revenues, which generates uncertainty and is unable to finance projects. On the other hand, the consulting firm does not have a strategic plan, which demonstrates a lack of orientation that does not allow it to generate sustained growth.

At present, the Consulting Company seeks to be competitive but lacks strategic motives that adapt to the effectiveness of the company and allow to reach the objectives. Therefore, the strategic plan as an instrument allows us to have the efficient and sustainable route in time. The strategy requires discipline and integration where it is directed and executed, being fundamental within the organization (Isotools, 2020), however in many companies, errors often occur in strategic planning and must be identified and eliminated. In this regard, according to the study conducted by "For Dummies", the failure of companies is the result of 95% of workers not knowing the service strategies, 90% do not implement strategies, 86% of managers discuss strategies and 60% of companies do not incorporate strategic planning in their evaluation. For these reasons, it is necessary to identify current errors and propose actions to correct and eliminate them in time (Guskoi, 2009).

According to Cowley (1668), productive enterprises with an optimal effect stop, go into regression and even bankruptcy. In business evolution, rivalry is more competitive, it is obliged to be maintained over time, attentively. For this author, "the world is a scenario of change and to be constant in nature would be stability". To elaborate a strategic plan, shows that the organization wants to plan, to develop, to show the model of the company, while the plan are the activities that trace the future of the company. To design the future of the company, the important thing is to transmit the model on the road to success. In this sense, Chesterton (1874-1936) states that "The idea that does not try to become a word is a bad idea, the word that does not try to become an action is a bad word" (Altair, 2013, p. 14).

El objetivo es elaborar el plan estratégico para incrementar la eficiencia del servicio, así como realizar un análisis externo orientado a una visión integral que amplíe la eficiencia. De esta forma, el análisis interno permitirá conocer las fortalezas y debilidades del estado en relación al mercado frente a la empresa consultora. Este estudio determina con las variables predominantes la investigación para implementar la estrategia en las causas detectadas y consolidar su posicionamiento en el mercado, aplicando acciones aisladas que no han logrado los objetivos, mediante la gestión estratégica solicitar un diagnóstico preciso, formulando las estrategias que accedan a su reactivación en las contrataciones.

METHODOLOGY

Design and type

The type of research is descriptive, it is explained in the plan and activity of the consulting firm, with a qualitative method, according to (Hernández Sampieri, 2014). But the frankness of the questions, the collection and study of the data is performed, it is developed before, during or after the data collection and analysis (p.41). For the object of study, the representation of the problem is developed from its characteristics. Variables or concepts that specify what is important for the group of people under analysis are measured. With the design, the required information is obtained and it is not experimental, without manipulating the plan and effectiveness, where the profile of the people, the company and the market is formulated.

The design, was perceived in the plan and the activity of the consultant; such and to then examine it. The thesis uses quantitative, statistics is used and the data is obtained from the work tool or survey (Vara Horna, 2012, p. 219) and qualitative, provides information through the technique of observation, registration and interview. The comparative description aims to identify differences in the occurrence of an event in two or more groups. Analyze variations between two or more groups of interest. The design is simple descriptive, that is, to collect relevant information from the sample and examine the data.

The instruments used are surveys, citation, data orientation and the analysis techniques are the comparison of percentages and averages with bar graphs. The technological methodology (Espinoza, 2014) is longitudinal, has a sample of the object, is evaluated at different times and sufficiently long periods. The longitudinal design offers benefits by providing reliable information on the variable. The disadvantage is that it takes a long time

to obtain conclusions (p. 95). Espinoza's (2014) technological methodology in the design depends on the level of control of variables and real data.

Population and sample

The sample consisted of N = 136 people, with the consultant's plan and activity. The population is considered the Lima department of Peru, as an operations center whose activity is related to the areas of General Management, Design & Engineering, Assembly and Maintenance, Logistics with Procurement, Marketing, Finance with Purchasing and Sales, and Human Resources, with the areas of Telemetry, Automation and Scada System, replacing the values n = 100.

$$n = \frac{(p * q) * Z^2 * N}{EE^2 * (N - 1) + (p * q * Z^2)}$$

Instruments

Indirect information was used as instruments for the collection of bibliographic and statistical data; through books, with expert authors and web page. The direct information is the one obtained from the survey to the population, which will be obtained randomly, at the same time, through interviews. Historical documentation will be obtained and the information will be compared with the current information. Also, historical statistical information will be obtained for the variable and indicators will be constructed to confirm the hypothesis. Validation, degree of the instrument that seeks to measure the variable, the instrument will be validated by experts in grammar, methodology and specialty, to whom the problem, objectives and hypotheses will be presented, in terms of the content of the questionnaire, wording and congruent variables. Cronbach's Alpha coefficient, which requires the administration of the measuring instrument, yields values between zero and one (Hernández, et al., ob. Cit.), applied to scales of values, it is useful the reliability whose answer is more than two alternatives, the model has the degree of solidity and accuracy; the scale of reliability given in the values: For the Independent Variable Strategic Plan, the value of the coefficient is 0.934, which indicates a high reliability, for the Dependent Variable Consulting Company Specialist in Design, Assembly and Maintenance, the coefficient value is 0.947, indicating a high level of reliability.

Procedure

To analyze the data collected from the research, mathematical and statistical calculations were performed; after collecting the data, the response was analyzed and the hypothesis could be supported, so the objective is to analyze the information collected. Hernandez et al. (2014) pointed out that first the findings in the variables, the validation of the hypothesis and the evaluation of the variables must be reported, therefore, statistics were used. The data processing techniques are the ordering and classification in the survey instrument used, to collect qualitative and quantitative information. Manual recording digitized information from different sources. The Excel tool was used to perform precise and statistical calculations. The SPSS tool was used to digitize, process the information, analyze the data and determine the average indicators; a discussion of the results obtained was made, and finally, conclusions and recommendations were formulated.

The SWOT matrix is a study tool whose purpose is to identify the improvement strategies of the consulting firm through the internal demands represented by the strengths and weaknesses, and the external demands represented by the opportunities and threats, which is useful for the evaluation of the company. The CAME tool is then used to analyze the results, through lines of action, to correct the weaknesses, face the threats, conserve the strengths and take advantage of the opportunities.

The PESTEL tool allows to study the political, economic, social, technological, ecological and legal environment, it revolves around the consultant and the macroeconomic environment in which the company operates. PORTER's five forces tool, analyzes the company's competition, develops strategies, includes horizontal competition, are the threat of products, threats from competitors and rivalry between competitors, and the forces of vertical competition, is the bargaining power of suppliers and negotiation with customers.

Ethics

Through ethics, information is sought to establish the strategies that are expected to be achieved in the annual fiscal year. This is determined by top management, corporate strategic development to analyze its consequences in a good market share. Klaus Schwab proposes a different type of corporate leadership in today's business world. According to this author, responsible leadership is the result of the following types of intelligence: contextual, emotional, inspired and physical (Schwab in Ayala, 2018).

RESULT AND FINDINGS

The results of the survey obtained on the Strategic Plan as a tool for the efficiency of a Consulting Company Specializing in Design, Assembly and Maintenance. These results obtained by the participation of the personnel were important to collect and obtain the required information through the survey shown in Tables 2 and 3.

Table 2. *Results obtained from the independent variable survey*

Independent Variable: Strategic Plan				
N°	**QUESTIONS**	1	2	3
1	In the General Objective, will the company be able to achieve the level it has set for itself?	95	5	0
2	In the External Analysis with respect to the company, will it be able to evaluate the consultant's key design issues?	93	3	4
3	In the Internal study, do you consider synchronizing the efforts of the departments involved, for a better development?	89	9	2
4	Having a strategy is important, will it be possible to consider the ability to execute the plan?	83	10	7
5	Result is efficient, when activities and resources are handled as a process?	96	1	3
6	Recognizing, capturing and directing processes	84	2	14
7	Can you consider activity within the company, its objectives within the company?	82	8	10
8	Focus on the objectives of each area of the consultant.	88	7	5
9	Does the area need to be adequate?	89	8	3
10	Focus the area plan with the strategy, is it required current goal with a current method?	84	12	4
11	Manage we rely on the Plan, does the lack of alignment	94	2	4
12	Does it allow the consultant to manage events?	95	2	3
13	Follow up on the Strategic Plan Can alignment be achieved by detecting interactions?	96	3	1
14	Periodic or systematic strategic reviews	96	2	2
15	Can public entities be considered to conclude the process with the final delivery?	98	1	1

Table 3. *Results obtained from the survey dependent variable*

Dependent Variable: Consulting firm specializing in Design, Assembly and Maintenance				
N°	**QUESTIONS**	1	2	3
1	Are the company's efforts synchronized?	97	0	3
2	Does the effort achieve key results for the company?	93	2	5
3	In the company's differentiated approach	94	3	3
4	Does it guarantee excellence oriented to results-based management?	89	6	5
5	In the professional areas of the company	97	1	2
6	Is it possible to make timely contributions for improvement?	84	9	7

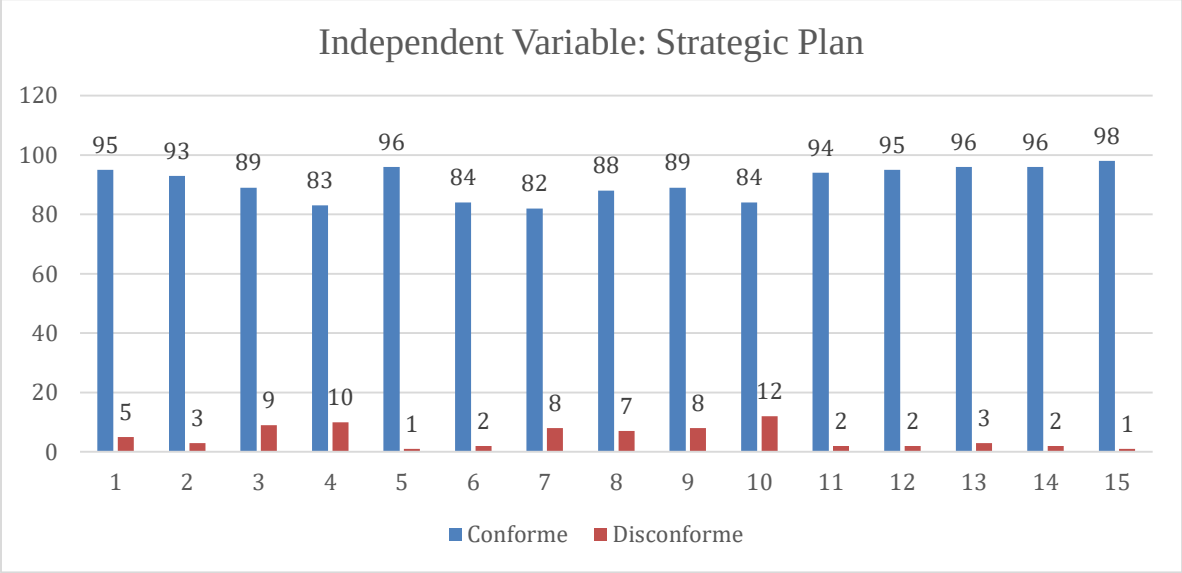
7	By increasing efficiency in the business area	91	7	2
8	Is it possible to evaluate the customer's needs in technological or personnel changes in the company?	86	8	6
9	When analyzing company strategy	92	5	3
10	Can you design a strategy in which you can achieve the proposed objectives?	95	5	0
11	Performing the strategic analysis of the company	83	9	8
12	Is it essential to ensure a decision-making orientation and set goals for the company?	92	6	2
13	Strategic analysis, an activity that never stops	93	5	2
14	Are you looking for flaws and gaps that will give us the opportunity to improve?	97	7	6
15	Today's companies are faced with changes Is it in improving competitive services, informed customers and hope?	91	7	2

Source: *Own elaboration*

Three (3) answers to the questions were mentioned: Disagree (disagree), Neutral (no opinion) and Agree (agree).

When analyzing the Independent Variable: "Strategic Plan", Figure 1 shows the totals of the Independent Variable. The total, with an average of 90.8%, is in agreement, and total disagreement is high, with an average of 5%.

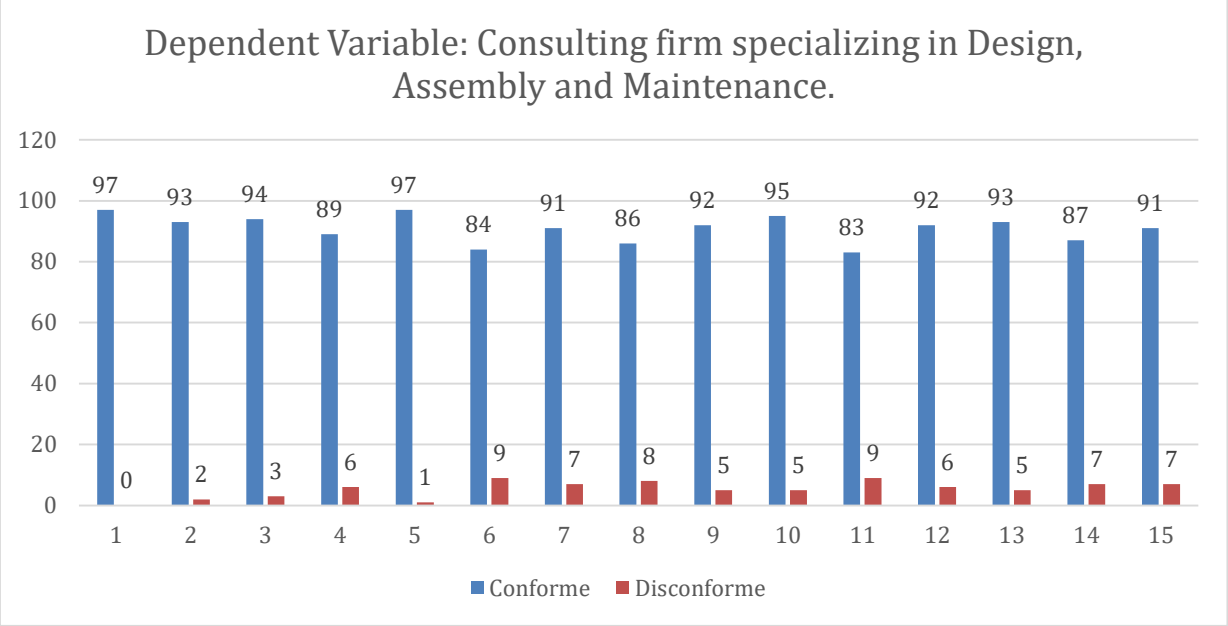
Figure 1 *Independent Variable: Strategic Plan*



Source: Own elaboration

To analyze the Dependent Variable "Consulting Firm specializing in Design, Assembly and Maintenance", Figure 2 shows the consolidated totals for each question of the Dependent Variable and shows the total of the item with an average of 90.93%, i.e. there is conformity, the non-conforming item is high, with an average of 3.6%.

Figure 2 *Dependent Variable: Consulting firm specializing in Design, Assembly and Maintenance.*



Source: *Own elaboration*

Hipótesis de Estudio Estadístico del SPSS

For the initiation of the hypothesis, it is necessary to formulate a Test:

H1 or alternative hypothesis is justified as true with real data.

H0 or null hypothesis negates the alternative hypothesis.

Comparing a hypothesis is the researcher's prediction. Probability greater than 5% (0.05) rejects the alternative hypothesis, and the null hypothesis is accepted. It is necessary to calculate the value of the statistical test, using SPSS as a tool. To test the hypotheses, the following variables are available: Independent and dependent. Independent variable "Strategic Plan" and dependent variable "Consulting Company specialized in Design, Assembly and Maintenance".

Table 4. *Analysis of the Table of Statistics of the independent and dependent variables*

		Strategic Plan	EmprConsult
N	Valid	100	100
	Lost	0	0
Mean		17.0300	16.8800
Typ. dev.		4.76828	4.65861
Variance		22.736	21.703

Source: Own elaboration

Note: This table indicates in obtaining the mean or average value of the independent variable and the mean or average of the dependent variable, which indicates a good average for both variables, being better for the independent variable, which is the one to be solved, which supports the research model performed. The measures commonly used in research are the variance and the standard deviation, the latter being the most used because it is a measure that indicates how dispersed the data are with respect to the mean, then, the standard deviation measures the degree of deviation of the values with respect to the mean, which means that there is a

high concentration in the results obtained; such concentration being better in the dependent variable, which supports the proposed research model.

Table 4 presents important statistics. The mean of the independent variable is 17.03%, the mean of the dependent variable is 16.88%. It indicates that the independent variable, the basis of the study, is admissible. The Variance and Standard Deviation, this end is used, indicates how much is dispersed from the mean, the deviation measures the degree of correlation with the mean, it is 4.768% for the independent variable and 4.658% for the dependent variable, there is concentration of results; said concentrating the dependent variable, helps to propose the type of study.

Table 5. *Table of correlations between the variables that are part of the present research.*

		Strategic Plan	EmprConsult
Plan Estratégico	Pearson correlation	1	.851(**)
	Sig. (bilateral)		.000
	N	100	100
EmprConsult	Pearson correlation	.851(**)	1
	Sig. (bilateral)	.000	
	N	100	100

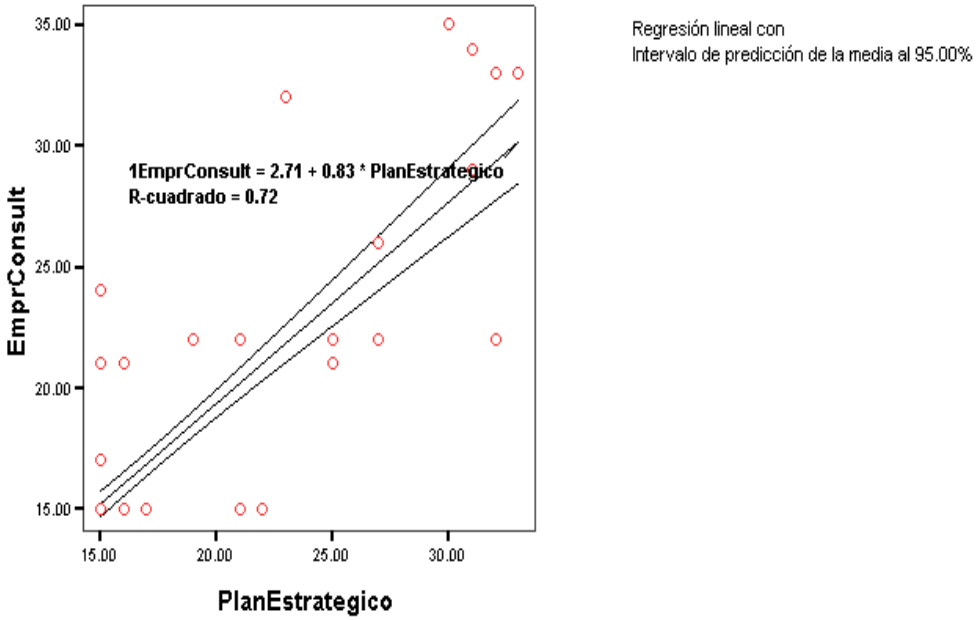
** The correlation is significant at the 0.01 level. (bilateral).

Source: Own elaboration.

Note: This table indicates the degree of relationship between the variables, as well as the correlation coefficient and degree of significance. The correlation measure most commonly used in research is called "Pearson's linear correlation", which indicates the degree of linear relationship between the variables to be measured, it fluctuates between -1 and 1, where values close to -1 correlate negatively and values close to 1 correlate positively and if the correlation value is close to zero the degree of linear relationship between the variables is zero or very weak. A p value of less than 0.05 indicates that the researcher accepts that his results have a 95% probability of not being the product of chance, in other words, with a p value of 0.05, we accept that we could be wrong by 5%.

Table 5 measures the degree of correlation between the independent and dependent variables, correlation coefficient and degree of significance. Pearson's linear correlation indicates the degree of linear relationship to be measured. The correlation value ranges from -1 to 1, the value close to -1 indicates strong negative correlation, the value close to 1 indicates strong positive correlation, the correlation value is close to zero, the degree of linear relationship is zero. The correlation value is 0.851, that is 85.10%, show is direct positive, is approved. In the figure, analyze the linear relationship of a dot plot, independent (x-axis) and dependent (y-axis) quantitative variables, and Cartesian axis, and fit a regression line of the Regression method, obtain the equation regression line and display the forecast lines, silk confidence interval of 95%.

Figure 3 *Linear regression comparison of the variables to be measured.*



Source Own elaboration.

Note: This table indicates "Pearson's linear correlation", which indicates the degree of linear relationship of the variables to be measured now based on the SPSS table we have a significance value (p), equal to 0.000%, and we obtain a statistically significant (p<0.001), which is less than the proposed margin of error of 5.00%, which, according to generally accepted statistical theory, allows to reject the null hypothesis and accept the alternative hypothesis, from the point of view of the correlation of the variables. The graphical evaluation, the possible linear relationship will be analyzed through a dot plot (Assign variables, selecting the two variables among the independent (x-axis) and dependent (y-axis) quantitative variables, and placing them in the corresponding windows of the Cartesian axis) and fitting a regression line through the Regression method, obtaining the equation of the regression line and visualizing the forecast lines for a given 95% confidence interval.

In full view, the correlation between the variables is high and in a positive direction, when one grows the other grows. The figure shows the equation of the straight line and the data is attached:

Empr Consult = 2.71 + (0.83 * **Strategic Plan**)

We have the Linear Regression, the Coefficient of Determination (R2), with a value of 0.72. This value is how much EmprConsult is predicted or determined by the Strategic Plan (72%), statistical technique, the research is based generates linear regression. See Figure 3.

Table 6 *Summary Model of the procedure of the input variables, finally entered into the model.*

Model	R	R-square	R-squared corrected	Standard error of estimation
1	.851(a)	.725	.722	2.45591

a. Predictor Variables: (Constant), Strategic Plan

b. Dependent variable: EmprConsult

Own elaboration.

Note: This table indicates all the variables were entered and also indicates that the dependent variable corresponds to the "EmprConsult", it indicates a summary of the Linear Regression model, with the Coefficient

of Regression (R) and the Coefficient of Determination (R2), they are based on the belief that it is possible to quantify some Functional Relationship between two variables, where one variable depends on the other variable.

Regression, two statistical techniques to solve common problems. This study, as believed, quantifies the practical link between the variables. Table 6 provides basic information on the model. The R-squared is 72.50% (0.725) of the **EmprConsult**. In other words, the **EmprConsult** is 72.50%, years analysis. The accepted statistical technique links the dependent variable **EmprConsult** to the independent variable **Strategic Plan**.

The table contains the linear correlation coefficient of 72.20%, i.e. it is approved. Coefficient, regression model is 72.50% of the total variation, due to the independent variable: **Strategic Plan**; there is impact on the dependent variable **EmprConsult**. The Correlation Coefficient (R), is 85.10%, means good correlation, statistical rules is approved.

Finalizing, the Standard Error of Estimation is 0.00%, indicates the standard deviation values with respect to regression line, then, an estimation from the equation of regression. Resulting in favoring the model, it is below the margin of error of 5.00%.

Table 7 *Analysis in ANOVA technique (Analysis of Variance)*

Model		Regression Residual	gl	Root mean square	F	Sig.
1	Regression	1557.473	1	1557.473	258.223	.000(a)
	Residual	591.087	98	6.031		
	Total	2148.560	99			

a. Predictor Variables: (Constant), Strategic Plan

b. Dependent variable: EmprConsult

Source: Own elaboration.

Note: This table indicates Analysis of Variance and it is a statistical technique used to decide / determine if the differences that exist between measurements. The analysis of variance is one of the most used and elaborated statistical methods in modern research. The "F" statistic is the ratio between two different variance estimators. One of these estimators is obtained from the variance between the regression means. The other estimator is obtained from the residual variance, it also includes a quantification of both sources of variation (sums of squares), the degrees of freedom (gl) associated with each sum of squares and the specific value adopted by each estimator of the sample variance (quadratic mean: it is obtained by dividing the sums of squares by their corresponding degrees of freedom). Therefore, according to the generally accepted statistical doctrine, it results in the rejection of the null hypothesis and the acceptance of the researcher's hypothesis. Which, otherwise, also means that the model obtained from the sample under consideration is accepted.

Table 7 ANOVA represents the Analysis of Variance and statistical technique, to decide the difference between variables if it is statistically significant. Variance is statistical methods are used and elaborated. The ANOVA technique analyzes the data in statistical designs: sum of squares, degrees of freedom, root mean square, "F" statistic and the Significance Value. The value of the F statistic: 258.223, very high, represents the prediction of the linear model.

Table 8 *Analysis of the table Regression coefficients of the variables.*

Model	Variables	Unstandardized coefficients		Standardized coefficients	t	Sig.	95% confidence interval for B	
		B	Error típ.	Beta			Lower limit	Upper limit
1	(Constant)	2.714	.915		2.966	.004	.898	4.530

	StrategicPlan	.832	.052	.851	16.069	.000	.729	.935

a. Dependent variable: EmprConsult

Source: Own elaboration.

Note: This table shows the "t" column, which is a statistic obtained by dividing the unstandardized coefficient by its standard error. The same that is favorable to the Model. That the two variables are associated or linearly related in the population from which the sample comes (with a very small probability that the relationship found is explained by chance, less than one per thousand). The most relevant column refers to the degree of significance, which the SPSS system presents as sig. The degree of significance is compared with the so-called proposed margin of error, in this case: 5.00%, and the hypothesis is tested. In the case of the Independent Variable PlanStrategic, the value of p = 0.00% is also lower than the margin of error of 5.00% proposed by the researcher; therefore, it is concluded that at a proposed significance level of 0.00% the null hypothesis is rejected, and the alternative hypothesis is accepted.

Finally, Table 8 indicates parameters and hypothesis tests, the Regression Coefficient is linear regression model, values of "a" and "b" decide, regression line, is written in the following way: Y= a + bX.

The constant (a), source value (vale 2.714)

The regression coefficient (b) is the slope of the line (worth 0.832).

The standardized regression coefficient or beta allows the coefficient to be more comparable, it shows the relative weight of each variable, without unit of measurement.

The two variables, linearly associated with the population, come from the sample.

The relevance column refers to the degree of significance, the SPSS follows, compares with a margin of error of 5.00% and sets the comparison of the hypothesis.

The Independent Variable Strategic Plan, the p value = 0.00%, less than the proposed margin of error 5.00%; concluding that the proposed significance level is 0.00%, the null hypothesis is annulled and the alternative hypothesis is accepted.

DISCUSSION

The results through the national and international background are similar, which validate the results the author Mestanza (2018), the authors Banda et al. (2017) mention that the thesis, Strategic Planning for the Supermarket Industry in Peru, establishes the development of the strategic plan is to determine strategies that gives us the opportunity in the growth in the market. These strategies are aligned in broadening the options in increasing the quality of life. In the country, the policy contributes to the development in the market. Through the data acquired in Table 46, shows us that 95% of respondents consider agree, to customer service, own with support workers. What is expected that the strategy, improve in realizing the objective of solution, would increase its potential for improvements in the market.

ISOTOOLS (2020) mentions the lack of understanding at the levels. The objectives, vision and strategic elements, to be known, understood and concretized. Middle management, focus on being effective and efficient in operational activities. The consulting firm must adapt politically to the sustained growth within the market in the service. Through the data acquired in table 37, it shows that 89% of the respondents consider that they agree to synchronize the efforts of the departments involved, for a better development in the Internal Analysis, with the support of the workers.

For the author ISOTOOLS (2020) mentions, Norton and Kaplan, clarifies the lack of understanding at the levels. Lack of compensation of workers, possibility to set personal goals, to be rewarded for their achievements, to feel motivated. The consulting firm requires a political adaptation contributes to its growth within the market in the service. Through the acquired in table 40, shows us that 84% of respondents consider agreeing, that can

be considered the effectiveness and efficiency, achieving internal objectives in the company, recognizes, understands and manages the support of employees.

According to the author Altair (2013), the business is profitable and is perfect in time, then it goes into decline and bankruptcy. The business world aggressive competition, not conforming to stay in time, puts us on alert and progress, grow and profitable, effective and competitive. Cowley (1617-1668) elaborates a Strategic Plan, our organization plans, grows in marking the evolution, tracing lines that will mark the future. Consulting company requires political adaptation in the growth in the market in the service. Through the data acquired in Table 37, it shows that 89% of the respondents consider agreeing to synchronize the efforts of the departments involved, for a better development in the Internal Analysis, with the support of the employee, as well as with the data acquired in Table 36 shows that 93% of the respondents consider agreeing, The data acquired in Table 53 shows that 89% of the respondents agree that the client's demand for technology, the consultant's personnel, can be evaluated by increasing the efficiency of the business area, and the data acquired in Table 53 shows that 89% of the respondents agree that the client's demand for technology, the consultant's personnel, can be evaluated by increasing the efficiency of the business area.

According to the author Condori (2015), the Thesis Strategic Planning of NET Consultores S.A.C, reflects that the information technologies, the reason the use and method, it is deduced that the information, knowledge, check, comprises methods, instruments, difficulties, system allows, combine data and knowledge. The consulting company requires political adaptation for the growth of the market, in the service. Through the data acquired in table 50, it shows us that 97% of the respondents consider to be in agreement, that with the effort, key results are achieved for the company, the efforts are synchronized with the support of the workers, also, the data acquired in table 63, shows us that 87% of the respondents consider to be in agreement, that zero contingencies, zero deficiency and zero defects are considered, in the productive system, now with these data acquired in table 62, it shows us that 93% of the respondents consider to agree, in taking care of every technical detail to achieve an effective and efficient service to the customer, and these data acquired for table 47, shows us that 96% of the respondents consider to agree, that this operation plan will increase the dedication to the company, ensure the areas, have an operation plan in front of the market.

CONCLUSION

Figure 7 shows the totals for the reinforcement of the survey questions, represented through the Independent Variable: "Strategic Plan", where the surveyed personnel qualified with the answer "Agree", obtaining an average of 90.8%, i.e., there is enough conformity with respect to using the Strategic Plan as a memory aid in the formation and growth of the Consulting Firm, while the answer "Disagree", except for some totals, averages 5%. Figure 8 shows the totals of the affirmative questions of the survey, represented through the Dependent Variable: "Consulting Firm specializing in Design, Assembly and Maintenance", where the surveyed personnel qualified with the answer "Agree" obtaining an average of 90. 93%, that is, there is enough agreement that the Consulting Firm in Design, Assembly and Maintenance, through the Strategic Plan, may have an orientation in the formation and growth of the Consulting Firm, while in the answer "Disagree", except for some totals, its average is 3.6%.

Table 35 shows that 95% of the respondents agree that the company will be able to reach the level it has set for itself with the help of its employees. Table 37 shows that 89% of the respondents agree that consideration should be given to synchronizing the efforts of the departments involved for better development of Internal Analysis with the help of employees. Table 47 shows that 96% of the respondents agree that this operational plan will increase the dedication to the company and the purposes of the areas by ensuring that each support area has an operational plan with the help of the employees. Table 48 shows that 96% of the respondents agree that the workers understand the company's strategy and the incentive that will help success, and expect to have the support of the workers.

Table 53 shows that 89% of the respondents agree that it is possible to evaluate customer needs in technological or personal changes in the company, increasing efficiency in the business area. Table 55 shows that 84% of the respondents agree that it guarantees the consultant's objectives.

In the correlation of the variables which are: the "Strategic Plan" and the "Consulting Company Specialist in Design, Assembly and Maintenance", by the significant value p is 0.00%; error less than 5.00%, the statistical theory is approved, the null hypothesis is rejected and the alternative hypothesis is accepted.

Regression is 72.50%, by elaboration" Strategic Plan" is the independent variable; instrument that can influence "Design, Assembly and Maintenance Specialist Consulting Company" is the dependent variable. That, the null hypothesis was rejected and the alternative hypothesis was approved, it is supported through Table 58 of ANOVA analysis, its significance value equal to 0.00%, then, the statistical doctrine, is acceptable. Pearson's correlation is 0.851, in percentage is 85.10%, indicating that the direct correlation is positive and regular, therefore, it is acceptable.

RECOMMENDATIONS

Involve the areas in teamwork, conducting brainstorming, a process that takes into account the potential collaborators of all, considering the leaders of each area. It is crucial that everyone participates and contributes in a perspective way, they can support in distinguishing strengths, weaknesses, opportunities and threats, as presented by the consultant. All managers of the company, evaluate the importance of the plan and be encouraged in training, before technological innovation. To be included in the formation of the strategic plan, it is considered that it must meet the requirements, join the effective and practical daily management plan. The company, as a specialist in automation, telemetry and SCADA projects, should formulate its strategic plan, according to the service and possibilities of the organization. The company specializing in automation projects, telemetry and SCADA, to face different environments, we must prioritize the formulation of its strategic plan.

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