

## AVOCADO-PRODUCING CLUSTER IN THE STATE OF MICHOACAN, MÉXICO

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This study has the objective of identifying the companies of the avocado sector located in Uruapan, Michoacan, Mexico. Such identification is made in order to recognize the variables explaining its competitiveness and especially the higher performance in relation to those that are not part of the cluster, always considering that the competitiveness is here related to international markets; therefore, the export capacity will be a fundamental element to be taken into account. The research paper was focused on the knowledge of the main theories on clusters. The hypothesis to be demonstrated is the following: avocado-producing companies located in Uruapan, Michoacan, constitute a cluster and, obtaining better economic results than those companies of the same field located in a scattered way in other geographical locations. This occurs because resources and capacities are shared in a cluster, forming "industrial capacities", which are mainly based on improving the quality, the sale price as consequence of cost reduction, technological innovation, training of directors and employees and on controlling the distribution channels.