**ABSTRACT**

**Objective:** Design a decision-making model for the development of new products in the fishing cooperative societies of the community Las Arenitas, Eldorado, Sinaloa.

**Methodology:** In accordance with the methodology used, it was classified as qualitative. A case study was carried out in the „Jose Luis Castro Verduzco” fishing cooperative located in Sinaloa, Mexico, where a series of open questions were applied to obtain the opinion of the manager and secretary about the decision making process.

**Findings:** The lack of clarity in the role of the actors in the decision-making process and their specific steps when developing new products was identified. Knowledge about the use of tools is limited, mainly due to the low levels of preparation of managers and members of the cooperative, as well as the lack of knowledge of the processes for the development of new products.

**Value Added:** The study allowed identifying the need for design a method that guides the manager and members of the fishing cooperative in the community of Las Arenitas Eldorado, Sinaloa, towards activities that generate added value in primary products and reduce uncertainty in the decision-making process for the development of new products caused by changes in the needs of the consumer market.

**Recommendations:** The use of a decision-making process is of vital importance for the administration since it contributes to assess, analyze and control situations to choose the best option for the company. Within this project the fishing cooperative has a lot of growth potential, for this reason the implementation of methods such as: The ordered weighted averaging operators OWA or multicriteria analysis for decision making in the development of new products.