

PRODUCT OR SERVICE ISSUES

MARKET CHARACTERISTICS

- What is the size of the Mexican market for your product or service?
- Who is buying the product or service and what are their characteristics? Are you targetting industries, or consumers and end-users?

THE COMPETITION

- What are the typical costs, quality and features of competing products already serving that market?
- How are competing products produced, distributed, advertised and sold?
- Is after-sales service available?
- Are there niches available that are not covered?
- Who are your competitors, both domestic and foreign?
- What are their corporate characteristics, e.g. size, financial resources, business direction, and technological capabilities?
- How does your product compare to theirs in terms of cost, quality, service and timely delivery?

AVAILABLE FACILITIES

- What are the local and regional transportation options for your products and products like them?
- What do you know about warehousing and storage facilities for your products?
- Do you have any information at this stage about such factors as the availability and reputation of local intermediaries such as agents and distributors?

BARRIERS AND REQUIREMENTS

- What are the relevant regulations governing your product, e.g. health and safety rules, technical standards or patents?
- Are there specific rules such as documentation required for importing goods in your industry, such as rules governing food or organic products?
- Are there non-tariff barriers that you know of, such as quotas or “buy local” campaigns?