

FINANCIAL ISSUES

- What methods has the firm been using for payment of those sales made to date?
- Has the experience been satisfactory?
- How long must the company wait to get paid?
- Has there been a negative impact on working capital?
- Has the firm faced credit or collection problems?
- Has it incurred any bad debts?
- Is the firm satisfied with the service provided by its bank?

PROMOTION AND MARKETING

- Are there more cost-effective ways of promoting the product?
- Should the promotional material be improved?
- Has the firm learned anything about Mexico that suggests a reassessment of its promotional strategy? For example, are there trade magazines or exhibitions that appear more promising than those that were initially used?

SHIPPING

- Are the firm and its customers satisfied with the shipment and delivery of the product?
- Are there less expensive or quicker ways to get the product to the market?
- Is the firm's freight forwarder doing a good job?