

- Does it have the time and human resources available to pursue business in Mexico? What activities would it have to give up to make the time and human resources available?
- What will doing business in Mexico cost in terms of time and money? How does the firm know? How can it find out?
- When must its costs be recovered? How long does it expect to wait for revenues from transactions in Mexico?
- Can it cover these costs out of current operations? Does it need additional financing? Are there any immediate sources of financing available?
- Are there any people in the company who speak Spanish? Are there any who have had some experience in Mexico or in Latin America? Does anyone have specific knowledge of the Mexican economy? Does anyone have personal contacts in Mexico?
- Can the firm afford to assign an employee to focus on pursuing business opportunities in Mexico? Does that person have the authority to act as a leader and make things happen?
- Does the firm know anyone who has done business in Mexico? Does it have any business acquaintances who may know about this market?
- Does the company have access to external sources of help that might assist in entering the Mexican market?

If there are any areas for which the firm cannot give a definite or satisfactory answer, these must become priorities for resolution. Before going any farther, identify the activities that are required to complete the information, the time estimated to perform the task, and the priority of this task.

## CONCLUSION

The preceding analysis should help determine a firm's readiness to enter the Mexican market. If it already has its hands full keeping up with demand from Canadian customers, or if it has significant cashflow or working capital problems, it should be cautious about launching an export campaign. On the other hand, if the analysis suggests that the firm's products or services can be modified to meet Mexican conditions, or that it enjoys a distinctive competitive advantage, it should progress to the next step and begin researching the Mexican market.