

MAKING THE COMMITMENT

Companies considering ventures in Mexico should be prepared to ask themselves some hard questions to determine whether or not they have what it takes. These questions can be basic: for example, given the objectives of your own company — in sales, licensing, market access or any other field — are there in fact other markets in which you may be better able to reach those goals? In other words, why Mexico?

Aside from the basics, a number of other questions also demand answers:

- 1** Do you know anyone who has done business in Mexico — a business acquaintance, perhaps, or someone you met at a conference or seminar who may know about this market?
- 2** Do you know what the Mexican market can do for your product or service? Do you know how to find out?
- 3** Do you understand the Mexican market for your product or service well enough to feel comfortable doing business there?
- 4** Can you afford the time to pursue business in Mexico? What activities would you have to give up to make the time?
- 5** What do you think it will cost, in terms of both time and money, to do business in Mexico? How can you find out?
- 6** When would these costs be recovered? In other words, how long do you expect to wait for revenues from your venture in Mexico?
- 7** Can you recover these costs out of current operations? Would you need additional financing? Are any immediate or obvious sources of financing available?
- 8** Does anyone in your company speak Spanish? Has anyone had experience in Mexico or in Latin America?
- 9** Can you afford to assign an employee to focus on pursuing business opportunities in Mexico? Does that person have the authority to make decisions?

