

Sector- or Product-Specific Information

After you have gathered general information on Mexico, you will likely have a "feel" for doing business in Mexico. The next step is to focus on sector-specific data. Fortunately, detailed product reports are available in Canada. Research in Mexico should be considered only after fax-back, database and CD ROM sources in Canada have been exhausted.

It is important to locate potential Mexican distributors or partners. They can play a valuable role in determining marketing strategy, gathering information and making contacts in Mexico. A Mexican company will have insights on important factors and trends in the local market. Market studies identified in this guide normally list such key Mexican contacts.

The  symbol in the Contact Organizations sections of this guide, pages 8 to 14, indicates sources of sector- or product-specific information.

Figure 2 illustrates how to gather sector-specific information. The search should be focussed on the buyer, the competitor and the product itself. With these questions answered, you will be able to begin developing a marketing strategy.

ARE YOU READY TO DEVELOP A DETAILED MARKET ENTRY STRATEGY?

Buyers

- Are market segments similar?
- Are distribution channels alike?
- Is buying behaviour similar?
- How do I inform buyers of my product/service?

Competitors

- Is there a dominant player?
- What is the basis of competition (price, product, quality)?
- How will the competition react to my entry?

Product/Service

- Is product adaptation necessary?
- How should the product be positioned?
- What price is appropriate?

Distributors/Partners

- Where can they be found?
- What role will they play?
- Is their information accurate?

"It was time to pay a visit..."

"Our analysis of general market information revealed that Mexico held real potential for our company. I had read the market studies available from our government, and accessed the fax-back services of the Mexican Investment Board and U.S. Department of Commerce. I decided it was time to pay a visit to the market." Upon arrival in Mexico, Lisa Jong, Vice-President of Sunright Products, met with the Canadian Embassy trade officer responsible for her sector. "The officer added to my list of industry contacts. Meeting face-to-face with appropriate Mexican agents was essential. I was glad I had prepared a list before my visit. The first meeting was a success; the client was impressed by my knowledge of the

Mexican market, and introduced me to other key people..."