

The export Plan for James Inc

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Purpose

The export plan for this project is James Inc. The company plans to export new and used sedans to Mexico. This export action plan is necessary to understand the target market before exporting these vehicles and entering the market. This plan helps the company understand the market and comply with Mexico's entry regulations, but it helps the company focus on the mission of maintaining revenue in this new market.

The export business plan outlines James' goal and determines some necessary steps. It will explain the company's purpose to Mexican investors and potential customers. This plan will help mainly grasp companies' progress. As a result, management can conduct transactions and refer to this plan when making business decisions.

Executive Summary

Globalization has been open to many companies around the world. Companies benefit from trade with other countries to compete in the global market with constant change to generate income. James Incorporated has developed bicycle export plans at many Major Metropolitan stores in Mexico and finally developed its representative office nationwide. Bicycle sales figures doubled each year, which is consistent with the maximum number of registered vehicles crowded with Mexico's infrastructure. These bicycles provide high-quality and cheap products that will be an alternative to urban mobility. Due to differences in wages and education in the country, inexpensive bicycles can be provided and received by needy people (Campbell, 2015).

James Incorporated plans to export bicycles in the first year to gradually expand market share and compete in the Mexican bicycle market. This company will work on a small scale to avoid rising costs and entry barriers. James expects to increase his market share and capital for five years and start working wider to manage his place nationwide. Production of bicycles in the country will soon become an option, but this has not been studied at present. As Mexico's economy and infrastructure improve, bicycles will soon become major vehicles in big cities.

Introduction

Mexico is a growing city, and soon it will be necessary to replace compact cars (Eckstein, 2014). Mexico will gradually become the new center of automobile production in the world; James will import

the bicycle and offset the effect of the car, I want to make the travel to the inland of the city more citizen among citizens. These new bicycles offer amenities such as lights, horns, and helmets. It is a welcome addition to the Mexican who disregards traffic and uses the country's busy mass transit. The country will enjoy a prosperous economy that can facilitate this import. Bicycles provide consumers with a healthy way of traveling without costly car ownership. It will ultimately help the country stop its dependence on oil and help those who cannot afford a car.

Situation Analysis

This export plan begins with analyzing the bicycle manufactured by James Inc. In Mexico. James specializes in traditional custom bikes. These bicycles will be the primary means of transport compared to vehicles. Still, the country's major cities will help reduce traffic congestion problems between cars and mass transit divisions (Morsi, Whealan-George, & Clevenger, 2018). There are many things such as a closed trunk for carrying valuables and basic things necessary for bicycle transport. The bicycle is equipped with a very powerful aluminum frame but is lighter in weight, making it easy to transport. It can also offer a custom color with or without fenders to make a statement about consumer fashion. The construction of new roads and the expansion of existing infrastructure do not solve the problem, but adding passenger options for transit helps alleviate traffic congestion.

Mexico's History

Mexico consisted of many great civilizations long before Spain came to the land. The United States is fighting for independence and becoming a state, but in doing so, it has a great influence on the Mexican people. After the independence of Mexico, the country underwent some revolutions to improve its infrastructure and economy and increase its commercial value. On the main road, all the possible routes for transporting people are always mixed, such as taxis, buses, and personal vehicles. This situation is exacerbated worldwide including Mexico (Fehrenbach, 2014).

Mexico's Culture Overview

The culture of Mexico relies heavily on Spain and indigenous peoples. For many years, for television and the Internet, the culture of Mexico saw several changes in what they took for their foundation. In large cities, the culture of Mexico is very similar to that of Western culture because it is made up of people with different fields and lifestyles, including education, politics, transportation, progress, and so on. There are no specific languages in Mexico, but most citizens speak Spanish. Many people in Mexico believe that it is necessary to be able to move to urban areas and rural areas where it is impossible to obtain a vehicle financially (Jones & Kierzkowski, 2018).

Attitude towards Bicycles

In addition to daily movements, Mexico spends 219 hours per year. First, many polls suggest that it is at the top among major cities with no mobility. Mexicans believe that without other options, the current mobility state worsens. There is a great need for change and bicycles can eventually offer some relief against growing problems. Over the years Mexico has increased the import of bicycles adequately. It better indicates the newly recognized movement speed among the Mexican people.

Education

The Mexican education system is a corrupt system that damages the economy. Only 45 percent of the high school in Mexico completed the secondary school's graduate. Due to poverty, the literacy rate across the country is very low; it is surprising. The government spends more than 5 percent of GDP on education, but this does not explain the positive outcome of education (Fehrenbach, 2014).

Languages

Language is a special issue if he wants to import or export to other countries. James may face classification problems due to language barriers in the US and Mexico. Many products made in the United States often produce labels in English and Spanish so that these bicycles can be easily executed.

Political Environment

The Mexican political system is a Republican presidential system similar in some respects to the political system of the United States, but there are some differences. Mexico possesses democratic elections for the election of many officials. The government has three levels of government and divides authority among government departments. The elected officials in Mexico cannot go out in the second turn, and there is the possibility that there is no incentive to make a significant contribution to the country where it is possible to choose the second term ultimately.

Prohibitions

The [Mexican government](#) prohibits misleading and incorrect descriptions. All information provided to consumers is free from false expressions and should not be misled. The company posts accurate information on the label. For any false information, the company is responsible for solving the problem with the Mexican government.

The Export Marketing Plan

Market Screening

James Incorporated has conducted marketing examinations in Mexico to find the perfect target market. The choice was to investigate potential customers, explore existing competitions, and catalog them. In the Mexican market, sales increased by 150 percent from 2015 to 2017, indicating that James has a bicycle export market to Mexico (Feenstra, 2015).

Short-Term and Long-Term Goals

The short-term goal of James is to export the bicycle to a Mexican department store and offer a great chance to its people to buy a bicycle. The store has minimum barriers and is a well-known store, rather than open James in its store. James can get a reputation among consumers in Mexico and at stores that go into large megacities to earn income and open more stores. The long-term goal is the opening of James Retailers, Inc., which is dedicated to many bicycle options that consumers can purchase and open in many areas of the country.

Characteristics of the market

Mexico is among the world's fifteen largest economies; according to the World Bank, its GDP was about US\$1.86 trillion in 2024, while annual GDP growth was about 1.4%. As the industrial sector continues to grow, James will develop several manufacturing operations closer to large urban areas in rural Mexico in the future.

Economic Development

Mexico's Economy

Mexico is the 15th largest economy worldwide. Many people think that it is a third-world country with many crimes and poverty, but many people have returned to [Mexico for its economic opportunities](#). Last year, the Mexican economy grew 2.5 percent, And it is expected to expand from 2 percent to 3 percent in 2017. The Mexican economy is eventually growing in parallel with the US economic outlook. Mexico shifts from inverse to extensive development but suffers from class, education, and regional inequality (Eckstein, 2014).

Wages

In Mexico, there are two salary zones called Zone A and B. In most countries, Zone A consists of areas close to urban areas, and Zone B consists of more rural areas. Mexico raised the minimum wage in 2015, but it is much lower than in the United States. There is a clear gap between wealth and wages among Mexican citizens. This is a shocking concept compared to the country's exceptional purchasing power.

Purchasing Power

Purchasing power is the currency value that indicates the quantity of goods or services you can purchase. It is very important as inflation means reducing the number of items or services that can be purchased. The growth of Mexican purchasing power means the country's economy is being strengthened.

Infrastructure

Mexico is a second country with ailing infrastructure. Mexico needs to improve existing infrastructure in 64 out of 148 countries. Latin America does not provide sufficient infrastructure resources (Conybeare, 2017). In Mexico, many bars, roads, and airports that accommodate citizens far from urban areas have been improved, but the high-quality structures outside the cities are decreasing. Modernizing this infrastructure helps the country find a route that is acceptable to those who can buy a bicycle as a vehicle.

Conclusion

Mexico is gradually becoming the economic power of many first countries worldwide. Along with the growth and congestion in the center of Mexico City, alternative means of transportation in other important cities in this region will be adopted. Mexicans are increasingly attracted to the idea of buying and using bicycles for mobility, which has caused an increase in bicycle purchases. James wants to export bicycles to major cities in Mexico to relax its dependence on congested public transport and crowded road infrastructure. These bikes are designed for those who can and cannot afford inexpensive cars instead of mobility without the influence of a car that could cause a beautiful country in Mexico.

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