Global Business Environment

- Dimitar Stefanov Cherganski
- 2133011@student.uwtsd.ac.uk

- University of Wales Trinity Saint David

- Lecturer: Olusoyi Ashaye

- 6 August 2022

Evaluation of Business Environment



Introduction

- Mercadona is one of the leading supermarkets in Spain.
- Expanding the business to Mexican territory.

The United Mexican States

- Mexico is the 13th-largest country in the world.
- Ideal situation in the continent's south.
- Mexico is one of the most competitive nations for investments on a global scale.

Business Environment

- Government System.
- Corruption.
- Terrorism and Crime.
- GDP.
- Social Challenges.
- Technological Factors.
- Environmental.

Critical evaluation of Opportunities and Challenges

- Expanding to Mexico isn't always simple.

Opportunities

- Authorisation or a permit.
- Low operation costs.
- Diverse economy.
- Growing domestic market
- Low operation costs.
- Infrastructure.

Challenges

- Laws and regulations.
- Complex business taxes.
- Lengthy property registration.

Barriers experienced by foreign businesses in Mexico

- Corruption.
- Violence and Insecurity.
- Healthcare system.

Strategies and recommendations to succeed in Mexico

- Business infrastructure inside a city territory.

Strategies

- Considerable number of suppliers.
- Communication.
- Reliable after-sales service.
- Maintenance programs.
- Product training and support.
-

Recommendations

- Proper logistic infrastructure is a priority.
- Business infrastructure inside a city territory.

Questions?



References

- Bank of Mexico, “Survey of private sector economy specialist expectation"