

Case Study

Expanding into International Markets

WorkOut

Aligning Your Organization for Change

Situation

The Mexican economy grew significantly under NAFTA and Vicente Fox's presidency. The overall economy seemed buoyed by these developments, and foreign companies were investing in industries throughout the economy.

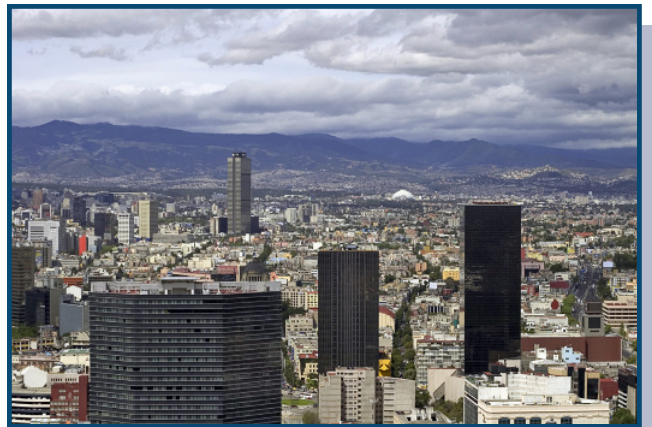
After careful economic research, Diligent Innovations determined that one of the greatest growth opportunities was in the sector that manufactured "goods for export" to the US. This manufacturing ranged from computer components to industrial equipment and cement. By targeting this "manufacturing for export" sector of the economy, our client anticipated solid revenues from the region and a progressive increase in his market share in this sector. The challenge remained to penetrate and expand in a highly unfamiliar market while complying with the existing local and international regulatory frameworks.

Solution

Diligent Innovations designed a WorkOut session for the GM of Latin America, in conjunction with the Mexican County GM and the participation of a Mexican economist. After scoping the issue, the different brands of this Fortune 50 company were specifically tailored to respond to the needs of the "manufacturing for export" sector. Subsequent sessions engaged key stakeholders in Latin America, Mexico and the US, as well as brand experts, to work intensely on brand awareness and consistency.

Results: \$100 Million Incremental Revenue

The company laid down the necessary infrastructure 4 months after the last WorkOut session, relying on Diligent Innovations to direct the execution phase. By setting ambitious targets over an 18-month period, the Mexican operation increased its revenue from the "manufacturing for export" sector by \$100 million, an outcome that would not have been achieved with the previous strategy.



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