A new calendar: before Senda and after Senda.

Like B.C. and A.D., there is a time before Senda (and yes, B.S. stands for Before Senda). Six cases from Austreberto's career and what they mean for your road to Mexico.

B.S.

Market entry

SITUATION

A US industrial manufacturer wanted to produce in Mexico and needed a site, a team and operations that run.

WHAT HE DID

Led the market entry and operational set-up in Nuevo León.

RESULT

From site decision to running operations, in one pair of hands.

FOR YOUR ENTRY INTO MEXICO

Site, permits, people, ramp-up: we know this road, step by step.

B.S.

Expansion

SITUATION

A logistics platform used its business in Mexico to fund its build-up in Brazil. The sites had to run before the volume arrived.

WHAT HE DID

Calculated unit costs and utilisation per site, tested liquidity need and financing.

RESULT

Quantified a liquidity gap of at least 4 million reais before it opened. Recommended refinancing from 15 to 18 % interest to a target of 10 to 12 %, with debt in the currency of the revenue.

FOR YOUR ENTRY INTO MEXICO

Your European business funds Mexico. For how long and at what cost, we calculate up front.

B.S.

M&A

SITUATION

An investor was assessing an AI logistics company operating in 24 countries. Later, a payments provider faced a divestiture and a joint venture.

WHAT HE DID

Due diligence in six weeks with investor-ready financial models. Then the financial governance of the divestiture.

RESULT

A 130 million US dollar acquisition ready for decision. 5 business lines transferred without operational disruption.

FOR YOUR ENTRY INTO MEXICO

Partner, acquisition or joint venture in Mexico: we check the numbers before you sign.

B.S.

Pricing

SITUATION

New Mexican central bank rules on interchange fees squeezed the margin of a business unit with 170 million US dollars in revenue.

WHAT HE DID

Modelled the impact, realigned pricing with key accounts, built a pricing curriculum for more than 160 sales reps.

RESULT

Offset 4.3 million US dollars of annual exposure.

FOR YOUR ENTRY INTO MEXICO

Mexican regulation can shift your margin overnight. We know the levers.

B.S.

Restructuring

SITUATION

A 16 million US dollar cold-chain company in the US went through a liquidity crisis and a Chapter 11 reorganisation.

WHAT HE DID

Led finance through the process, built high-frequency cash forecasting, negotiated payment schedules with vendors.

RESULT

Days sales outstanding cut from 45 to 10. 400,000 US dollars of unbilled revenue recovered per year.

FOR YOUR ENTRY INTO MEXICO

In a build-up abroad, liquidity is the bottleneck, not the idea. We plan it precisely.

B.S.

Scaling

SITUATION

An AI logistics platform expanded into Mexico, Brazil and Canada.

WHAT HE DID

Built the finance frameworks for market entry and standardised cost allocation across 3 markets and more than 500 contractors.

RESULT

Carried 200 % headcount growth. Gross margin by country visible for the first time.

FOR YOUR ENTRY INTO MEXICO

Growing in Mexico means numbers by country, from day one.

A.S.: after Senda

All of this now for your road to Mexico: ramp-up curve, liquidity need and financing, calculated before you invest. The first step is Coffee and Cake, 30 minutes, free of charge.

Senda guides industrial Mittelstand companies from Germany, Austria and Switzerland to Mexico. Hands-on, not just advice.

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Der Weg, bereits begangen.