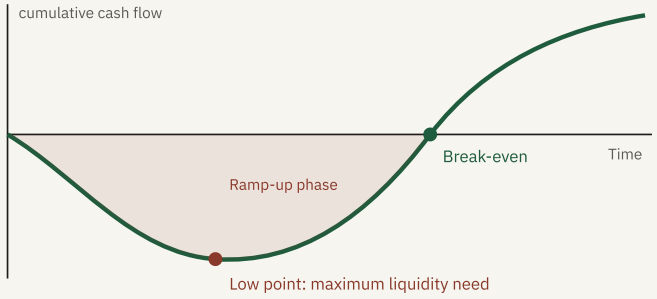
# What will Mexico cost us, and when does it pay off?

Senda's Mexico business case: the next step when the first conversation points to “Go” or “Not yet”.

Exhibit 1

## The ramp-up curve, schematic




Every build-up abroad costs money first: site, team and inventory run before the volume arrives. What matters is how deep the valley goes and when break-even comes.

## What you get

- Entry scenarios calculated side by side: sales, assembly or local manufacturing
- Ramp-up curve and break-even per scenario
- Liquidity need: how deep, how long, from when
- Financing options and protection against currency risk
- A decision paper for management and advisory board, ending in “Go”, “Not yet” or “No-Go”

Exhibit 2

## How it works

| | |
|---|---|
| **Week 1** | **Data and assumptions.** Workshop with your management: products, customers, costs, goals. |
| **Week 2** | **Model and scenarios.** We work through the entry models with local costs. |
| **Week 3** | **Liquidity and financing.** How deep will the valley be, and what is the cheapest way across? |
| **Week 4** | **Decision.** We present the result. You decide. |

**From Austreberto's career:** Before Senda he worked through the finances of an expansion from Mexico to Brazil and quantified the liquidity gap before it opened. Personal experience, client anonymous.

## What we need from you

- Revenue and margins by product
- Your cost structure, roughly is enough
- Customers with ties to Mexico or North America
- One accountable person at management level

## The case against

A business case does not replace checking on the ground. It shows whether that check is worth it, and at best saves you an expensive market study.

## Next step

We agree scope and a fixed price together after Coffee and Cake, to fit your situation.

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.*