

Exporting U.S. Goods and Services to Latin America in a Down Economy

Not Just Tilting at Windmills

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It is time to recognize that there is a great deal of Latin American influence in the United States and as such, the business practices and needs of both regions overlap. By analyzing Latin American economies and cultures, I determine that a grocery delivery service would succeed in Latin America. Expanding from the United States brings its obstacles, however. In a complete business plan, I demonstrate how to properly execute this expansion with location recommendations, marketing ideas, rollout plan, and expansion strategy while also remaining sensitive to cultural differences and noting challenges with hemispheric relations.

WHY GROCERY DELIVERY?

- Growing middle class
- Increase in women's roles in society
- Expanding work force
- Aging population
- Shrinking popularity of *tienditas*
- Internet access development

OPPORTUNITIES & BENEFITS

- Increased purchasing power has shifted preferences towards higher quality goods and services
- Foreign direct investments rapidly growing
- Unsaturated start-up market

POTENTIAL CHALLENGES

- Cultural differences
- Resistance to U.S. "other" involvement
- Political risk
- Crime and corruption
- Economic health



MEXICO CITY, MEXICO

- Houses over 16% of Mexico's pop.
- Head of industry and government
- Cosmopolitan business community
- Home to large number of expatriates
- Potential for synergies w/ companies

MANIZALES, COLOMBIA

- High demand for entrepreneurial services
- Center of Colombian "Golden Triangle"
- Large student and worker pop.
- Great strides towards best global business practices

LIMA, PERU

- Positive projected growth rates
- On-going large scale infrastructure projects
- Int'l corporations relocating here
- Strong state policies that facilitate doing business