

**INTERNATIONAL BUSINESS PLAN
PLAN DE NEGOCIOS INTERNACIONALES**

CODE:	ECO61117	DEGREE:	International Trade and Business (CNI)		
SEMESTER:	Eighth	TYPE OF COURSE:	Course - workshop		
LEARNING HOURS:	CLASSROOM	OTHER FACILITIES	INDEPENDENT STUDY*	TOTAL	NUMBER OF CREDITS:
	48	0	48	96	6

* Estimated time spent by the student to carry out activities, tasks, and assignments outside the direct involvement of the teacher.

GENERAL OBJECTIVE

By the end of the course, the student will be able to design business plan proposals for organizations to enter international markets, considering the technical, financial, regulatory, and marketing aspects involved and under a social responsibility approach integrating of theoretical-practical knowledge.

CONTENTS

DECLARATIVES

I. STRUCTURE OF THE PROJECT

1. Project definition
2. Project preparation process
3. Concepts: feasibility and viability
4. Scenarios: optimistic, pessimistic, intermediate
5. Reasons to invest in a project
6. Identifying the concept of business plan
7. General characteristics of the business to be carried out

II. PRODUCTS AND SERVICES

1. Description of the product or service
2. Unique features or proprietary aspects of the product or service
3. Research and development
4. Production
5. New or existing products and services
6. Direct and indirect costs
7. Exportable volume
8. Seasonality in demand and production
9. Product and service quality
10. Design
11. Inputs
12. Container, packaging and labels
13. Mexican governmental standards and regulations
14. Current regulations of the target market

III. MARKET

1. Industry analysis
2. Market analysis
3. Supply and demand estimation
4. Consumer profile
5. Competitor analysis
6. Analysis of the trade balance of the sector with the country

IV. MARKETING AND SALES STRATEGIES

1. Market segmentation
2. Setting objectives
3. Positioning
4. Product or service
5. Pricing strategy
6. Distribution channels
7. Promotion and advertising
8. Sales
9. Sales estimates

V. MANAGEMENT PLAN

1. Company's organizational design
2. Management team: description of the specific functions of each basic area
3. Definition of the legal structure of the company
4. Tributary regime to which the business will belong to
5. Competent agencies or organizations to register the start-up of a company
6. Registration of trademarks and patents
7. Licenses
8. Registration

VI. FINANCIAL PLAN

1. Start-up funds.
2. Financial history and analysis (balance sheet and income statement)
3. Current financial position (current business, takeovers or franchises)
4. Break-even analysis
5. Calculation of the Internal Rate of Return (IRR) with and without financing
6. Cash flow
7. International pricing assessment
8. Cost breakdown: direct, indirect, contingencies, tax burden, financial costs, other
9. Sources of financing

VII. EXECUTIVE SUMMARY

1. Business description

2. Products and services
3. Market
4. Competitors
5. Operations
6. Management team
7. Risks / opportunities
8. Financial summary
9. Capital requirements