

Purpose

This plan has been written in order to prepare the business for the entrance to the international market. With the business plan in possession, the business will be able to move step-by-step and ensure that every detail is in place to avoid any failures in its future operations. The business plan also divides the process of exporting the business into parts in order to ensure that each section is fully completed before the next section begins, thereby perfecting the process.

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Executive Summary

The corporate training program in management and executive-level language proficiency programs help improve the overall performance of organizations all over the world. In exporting these services to Mexico, firms and organization will be able to benefit from them, saving the cost of their productions due to the expertise of their workers.

Introduction

Corporate training involves offering educational services to employees in certain organizations in their specific fields of operations. Education helps equip them with the latest advancement in the area and the related trends. This, in turn, enables them to perform as required to the satisfaction of the market. Executive-level language proficiency program is an additional set of training to individuals in different firms specifically on the language to be used in the industry. Even though individuals could know the language, the aim of the program is to perfect it in order to capture all its aspects and any challenges that may be associated with it, including clients from other regions with a different perspective of the language, which could make the understanding difficult between them and the employees. This research paper aims at exporting this program as a business service to Mexico and enable expansion of the market structure for the firm. I decided to select this product and the country because Mexico is among the countries that have the highest number of students studying in other parts of the world to improve their proficiency in the language and their corporate techniques in management. By offering these

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educational services in the area, the management of various organizations will improve and, at the same time reduce, the cost involved in educating workers in the region.

Situational Analysis

Corporate education in management refers to the process of developing professional techniques of different individual levels (Westwood, 2012). Thus, training is usually offered by various colleges and universities, while it can also be provided by non-collegiate institutions in form of a business plan. The simplest form of corporate training occurs specifically in certain facilities, where the organization has a given period for their employees to be trained on a variety of subjects to increase their performance in the organization. In this case, business plan aims at providing management training to individuals as well as improving the executive-level language to the corporate in Mexico. Many organizations have the urge of retaining their employees even in the progress of higher ranks in the organization (Leaver & Shekhtman, 2002). To do this, corporate education and training are demanded to enable specific individuals to learn the basics and the core responsibilities of the higher rank they are up to, thus avoiding the hustle of searching for the new staff to fill various positions.

Country History

Mexico is ranked as number 10 among largest countries of origin of students having studied or studying in the United States of America. According to research, more than 18,000 students having Mexican originality have enrolled in the United States' institutions to study at the undergraduate level (Randall, 2006). About 2% of foreign students in the USA are Mexicans. Most of the students from this country choose to study in the United States because of the strong ties and the proximity between the two countries as well as the level of US education. However, education becomes extremely expensive for these students since they have to struggle their way

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if they want to finish the studies and return to their countries. The country has a high trade effort, with most people working in small and large business within the country. It becomes difficult to expand their market to the international level due to the lack of training and lack of knowledge of the languages used worldwide. Thus, language proficiency in Mexico is at a lower level, which makes it harder for management and other employees to work in organizations around the country. For this reason, there is a huge importance of providing training opportunities and education to the workforce in Mexico, which paves a huge way for the corporate education service business in the region.

Cultural Overview

The culture aspect of most Mexicans is influenced by their ties in families, religion, gender, the social class they belong to, and their locations. The daily life in Mexico has become more and more similar to the life structure in the United States (McManus, 2013). Due to the insight of the management and organizational structure in most of cities, people are likely to embrace this service in their organizations with a positive attitude as they anticipate an increase of production and functioning in their businesses. The educational level in Mexico is low, but it rises, and it is projected to be at a significant percentage in the next few years. Since most of the people working for organizations in Mexico are educated enough, it will be easier for them to adapt to the education and follow the basic instructions from the educators as a way of increasing their management techniques and language proficiency. Mexico is a densely populated country, with people speaking Spanish as their first language (McManus, 2013). The language has its roots in the country's indigenous languages, and this may reduce the reception of the training product since a good part of the population has to be taken through the basics of the English language to understand most of the training concepts.

Political Environment

Mexico is a congressional democracy, whose the President is directly elected into office by the citizens who cast their votes. The President serves one term that lasts for six years, and upon completion of this term, they cannot be reelected into office. The political climate in the region has changed greatly over the past few years and has enabled economic growth through investments and trade (Randall, 2006). Drug-related investments and business are highly prohibited in the region since the country sees such activities as a huge barrier to its economic development. Therefore, Mexico is engaged in a serious struggle with the local drug loads, and it has put strong measures to help reduce cases of drug trafficking to or within the country. All products coming into and within the country are required to be labeled according to the standards of the goods in Mexico. Therefore, importers have to submit their labels to a unit that deals with verifications for them to be issued a compliance letter. Since this business plan involves service delivery in the form of training, there are no prohibitions to the import of this service; thus, the firm should not experience any rejection by the governance of Mexico.

Export Marketing Plan

Corporate education and executive-level language proficiency as a business in Mexico have a long-term goal of making sure that the managers in every organization are up to standard, and that they can face any challenge that may appear as a trend in their field. The business also intends to ensure proficiency of the languages spoken by the employees in every organization, specifically the English language for it to be applied in most parts of Mexico. The short-term goals of this business are to be able to secure many clients as service receptions in different regions of the country (Millbower, 2003). The business also aims to ensure that all the students for the training can grasp training in a short period to enable their quick progress.

Economic Development

Mexico is a developing country, and in 2014, it was ranked 15th in the world (Randall, 2006). The country is known to be among the members of the WTO, so it has a great number of free trade agreements. This will have a direct positive impact on the success of the company, offering language services in Mexico. Furthermore, the purchasing power of the population is high due to the economic progress, and this will enable almost all of the organizations to afford the services of this business. The infrastructure in the region is also favorable, which will make training even easier and more effective.

Summary and Conclusion

Mexico is a developing country with many organizations operating in various industries. These organizations require corporate training in management and language proficiency programs. The business, planning to enter the Mexican market, aims to provide these services to the local employees and help improve their performance. The paper has established the political, economic, and cultural aspects of the country since all of them have an impact on the establishment and the progress of this business. Since the business aims to provide training services, there are limited reasons for it to be prohibited in any aspect. Due to the high variety of organizations as well as lack of professionalism in their management and poor language proficiency, the business is projected to be successful. Thus, it should achieve the set goals in short-term as well as long-term perspective.