beeside

beeside / METHODOLOGY AND SOURCES

Internationalization barriers and scenarios for preparing to hire specialists.

Purpose and scope

This document explains the origin, meaning and limits of the indicators proposed for the **beeside** website. It distinguishes data published by third parties from internal scenarios that describe preparing to enter the Mexican market. Its aim is to ensure every figure can be interpreted correctly before making a decision.

Two types of evidence

PUBLISHED EVIDENCE

European Commission survey of SMEs with export experience (2015). The percentages identify reported difficulties, not failure rates.

ILLUSTRATIVE SCENARIO

Internal comparison of 10 hypothetical mid-sized companies preparing to hire specialists in Mexico. It does not represent client results.

Five barriers: figures and how to read them

BARRIER	INDICATOR	WHAT THE SOURCE MEASURES
Regulatory complexity	52%	Export administrative procedures considered complex.
Access to trusted providers	45%	Difficulty identifying business partners in other countries; does not, on its own, measure provider quality.
Preparation costs	42%*	Financial investment considered too high to export. Does not measure preparation costs exclusively.
Market information	35%	Not knowing where to obtain information about the potential market.
Local execution capacity	28%*	Lack of staff specialized in exporting. Does not measure staff or execution in the destination country exclusively.

* **beeside**'s strategic barriers and the survey categories are related, but not equivalent. All five percentages refer to EU companies with export experience (2015, N=4,671); they combine major and minor problems.

Primary source: European Commission, Flash Eurobarometer 421, summary, section 2.4.1, printed page 13. Fieldwork: June 2015; publication: October 2015.

How **beeside** addresses the five barriers

Our role is to facilitate decisions, coordinate people and structure requirements; we do not replace the providers responsible for delivering specialized services.

BARRIER	WHAT **BEESIDE** DOES	LIMIT OF ITS RESPONSIBILITY
1 · Regulatory complexity	Discovery identifies initial signals; Precision organizes areas, categories and requirements; the Sherpa connects with and follows up on professionals.	Lawyers, tax advisors, customs brokers and other providers carry out the analyses and procedures that fall to them.
2 · Trusted providers	The Hive brings together consultants and providers; Business Check reviews existence, experience, references and capability criteria, when appropriate.	The evaluation reduces preliminary uncertainty; it does not guarantee performance or replace the client's hiring decision.
3 · Preparation costs	Premium shares technology and local coordination; Operation Hub preserves continuity; the Sherpa helps organize meetings and proposals.	Commercial investment, professional fees and start-up are separate decisions and costs.
4 · Market information	Discovery produces Your Expansion View; Precision helps define the missing information and the scope of the Market Entry analysis to commission.	Your Expansion View is not a professional market study and does not, on its own, predict viability.
5 · Local execution	The Sherpa acts as the client's shared local extension; The Hive provides access to specialists and Operation Hub coordinates tasks and documents.	The Sherpa is not a dedicated employee and does not personally handle permits, imports, hiring or regulated services.

Mexico-specific regulatory context

Depending on the type of company, industry and entry mode, advice may be needed on incorporation, tax registration and banking, the National Foreign Investment Registry (RNIE), customs, industry-specific permits, labor obligations or a physical establishment. Not all of these areas apply to every company. **beeside** helps identify which specialists are worth consulting; it does not carry out these procedures.

Contextual sources: Mexico's Ministry of Economy (RNIE) and the U.S. International Trade Administration, Mexico Market Entry Strategy (February 2026). These sources support the assessment of local needs; they do not certify **beeside**'s model.

Potential efficiency: internal simulation

Ten hypothetical scenarios · destination Mexico · mid-sized company · preparation up to comparing proposals and deciding which specialists to hire

INDICATOR	SELF-MANAGED	WITH **BEESIDE**	INTERPRETATION
Preparation time	**10.0 months**	**4.2 months**	Illustrative average until services can be selected and hired, not until operations begin.
Preparation cost	**MXN 995,593**	**MXN 174,640**	Includes coordination, travel, internal time and, in the **beeside** scenario, Premium; excludes execution fees.
Evaluation trips	**4.2 trips**	**1.0 trip**	Hypothetical three-person delegation; number of trips assumed, not statistically observed.
Regulatory areas	**4–7**	**4–7**	The number of areas does not decrease: the aim is to identify them and organize how they are handled.

Main assumptions of the exercise

VARIABLE	WORKING ASSUMPTION
Universe	10 hypothetical companies with 50 to 250 employees, from Europe and Asia, with no prior provider network in Mexico; between 8 and 12 service categories.
Premium	USD 450 per month; full months are counted.
Exchange rate	MXN 18.7147 per USD: FIX rate set by Banco de México on November 5, 2026.
Own local coordination	MXN 45,000 per month: 20,000 salary, 8,000 payroll charges, 10,000 office space and 7,000 administration. Assumed budget.
Travel	Three travelers; five hotel nights per person at MXN 1,599; six days of meals at MXN 850 per person/day; local transport MXN 3,000 per visit; flights between USD 900 and 1,850 per person.
Headquarters time	MXN 425 per hour of internal collaboration; hours assigned per case in the exercise.

> Result calculated with the averages shown: an approximate relative cost difference of 82.5%. This is a modeled reduction against a constructed counterfactual; it must not be presented as real or guaranteed savings. The model still needs all hours and flight fares per scenario to be appended for full reproducibility.

Formulas and the ten scenarios

Nominal values in Mexican pesos. The figures below reproduce the table of internal study V2 dated November 6, 2026.

Working formulas

Trip (MXN) = 3 × round-trip flight (USD) × 18.7147 + 3 × 5 × 1,599 + 3 × 6 × 850 + 3,000.

Self-managed (MXN) = 45,000 × months + trips × cost per trip + headquarters team hours × 425.

With **beeside** (MXN) = 450 × 18.7147 × billed months + trips × cost per trip + headquarters team hours × 425.

Relative difference = (self-managed − with **beeside**) / self-managed × 100.

Simulation cases

ORIGIN / ACTIVITY	MONTHS W/O · W	TRIPS W/O · W	COSTS W/O · W · MXN
Germany · Components	9 / 4	4 / 1	899,485 / 167,401
France · Cosmetics	10 / 4	4 / 1	915,051 / 159,830
Italy · Machinery	9 / 4	4 / 1	898,210 / 166,551
Spain · B2B software	8 / 3	3 / 1	674,570 / 135,080
Netherlands · Logistics	10 / 4	4 / 1	948,735 / 169,101
United Kingdom · Fintech	12 / 5	5 / 1	1,117,595 / 171,652
Sweden · Environmental technology	9 / 4	4 / 1	899,485 / 166,126
Singapore · Automation	10 / 4	4 / 1	1,047,670 / 192,666
Japan · Auto parts	12 / 5	5 / 1	1,331,110 / 215,885
South Korea · Electronics	11 / 5	5 / 1	1,224,015 / 202,106

Simple averages (10 scenarios): 10.0 / 4.2 months; 4.2 / 1.0 trips; MXN 995,593 / MXN 174,640. The arithmetic of these averages was checked against the ten rows of the source document.

W/O · W = without **beeside** / with **beeside**. The simulation does not include payment for market studies, lawyers, accountants, incorporation, permits, operations, imports or start-up. The cost difference depends on the assumption of hiring an in-house local structure in the self-managed alternative.

Sources

Consulted: November 9, 2026 · Public document review

Primary and secondary sources

[F1] European Commission / TNS, Flash Eurobarometer 421, summary, section 2.4.1, p. 13. Barriers reported by EU exporters, 2015, N=4,671.
View source

[F2] European Commission, official catalog entry for the Flash Eurobarometer 421 dataset.
View source

[F3] GESIS, archive ZA6585, survey record and documentation, June 2015.
View source

[F4] U.S. International Trade Administration, Mexico Market Entry Strategy, Feb 10, 2026.
View source

[F5] U.S. International Trade Administration, Mexico Selling Factors and Techniques, Due Diligence section, Feb 17, 2026.
View source

[F6] Mexico's Ministry of Economy (Secretaría de Economía), National Foreign Investment Registry, obligations.
View source

[F7] Banco de México, foreign exchange market: FIX rate set on Nov 5, 2026 = MXN 18.7147/USD.
View source

Informational version to accompany the analysis; internal documentation does not constitute certification of performance or endorsement by third parties.
Team **beeside**