

Marketing Cases in Mexican Business Environment:

No	Title	Keywords	Case Field	Reference	Pages
1	Analysis of Sales Audit Pattern in Mexico : Case of Hines International Real Estate Developers	Sales organization, sales audit, performance measurement	Sales management	2001	12
2	Apretón Brand Promotion Strategy and Competitor Analysis: A Case of Jugos Del Valle SA de CV, Mexico	New product launch, competitive positioning, retail strategy, advertising, consumer behavior, market segmentation	New product management	2001	12
3	Cross Promotion Strategy for Insurance Marketing : A Case of Banamex Aegon of Mexico	Services Marketing, sales strategies, competitor analysis, branding	Services marketing	2002	16
4	Serving Auto Stores through Mirror Strategy : A Case of Sales Force Management of Nestlé Mexico	Retailing, key accounts management, sales force organization	Retail management	2002	12
5	Measuring the Performance of Sales Force of an Eco-Tourism Company : A Case Study of Grupo Sidek Situr, Mexico	Services selling, telesales, time management, customer relationship management	Leisure marketing	2002	18
6	Product Portfolio Management and Pricing Strategy for Faena : The Monsanto Experience in Mexico	New product management, pricing strategy, branding consumer behavior	Marketing Research	2001-02	19
7	Corporate Quest for the Right Strategy for Health Insurance	Sales administration, corporate strategy building, competition	Competitive strategy	2002	06
8	The Case of Supply Chain Management	Supply management, outsourcing, capacity utilization, value enhancement	Supply chain management	2002	04
9	Cadbury Schweppes : Positioning in Latin America	Product positioning, marketing-mix, branding	Marketing strategy	2001-02	04
10	Effective Retail Selling of Processed meat products in Mexico : A Case of Donfer Alimentos	Sales Force Organization, retail management, marketing strategy, competitor analysis	Marketing strategy	2003	14
11	Sales Force Reorganization for Maintaining Profitable Growth : A Case of Roche Diagnostics Mexico (A)	Business environment, sales force organization, gap analysis, strategic change	Business environment	2003	19
12	Managing Sales in Less Known Market Environment : A Case of Cosmetic Colors of Lapicera Mexicana SA de CV	Contract manufacturing, private branding, industrial sales, international marketing	Corporate strategy	2003	14
13	Penetrating Media Market Across the Boundaries: The strategy of Azteca America	Market expansion, media marketing, advertising economics, Hispanic buying power, media sales, international marketing	Services selling	2003	15
14	Striving with Competition in Global Imaging Market : Canon in Mexican Business Environment	Marketing strategy, sales force management, organizational change, compensation plan, buyer behavior	Sales management	2003	22
15	Retail Expansion in Global Arena: Strategies of Wal-Mart to Sustain Competition	Retailing strategies , international marketing, market expansion, customer relationship management, discount stores, price competition	Competitive strategy	2003	16

No	Title	Keywords	Case Field	Reference	Pages
16	Managing Effective Customer Service through Call Center : A Case of Roche Diagnostics Mexico (B)	Services marketing, customer relationship management, response analysis, services integration	Customer relations	2003	15
17	Nutricos : Marketing New Products in Latin American Markets Amidst Rival Competition in the Cosmetics Industry	New product marketing, green marketing, consumer behavior, gap map, value driven strategy, product portfolio development	New product management	2003	16
18	Building Customer Relationship through Relationship Networking : A Case of BMW Mexico	Customer relationship management, services delivery, communication strategy, services data base management, response analysis	Customer relations	2003-04	16
19	'Crimson Nectar' Blows-up in Boardroom : A Case of Building Marketing Policy of a New Generation Product	New product positioning, competitive pricing, consumer behavior, substitute management, retailing	Business administration	2003	16
20	The Virtual Sales Office for Insurance Services in Mexico: A case of ING Commercial America New (2009)	Sales automation, sales performance, consultative sales, go-to-market strategy, and horizontal integration	Advanced selling system	2004-05	21
21	Coca-Cola FEMSA(A): Shifts in the Sales Strategy New (2009)	Sales management, delivery pattern, sales transformation, sales competition, sales force deployment	Sales management	2004-08	21
22	Coca-Cola FEMSA(B): Business Performance New (2009)	Corporate strategies, competitiveness, business growth, acquisitions	Management	2004-08	15
23	Institutional Marketing of Specialized Drugs in Oncology Segment: The Eli Lilly Experience New (2009)	Marketing strategy, large account management, sales unit efficiency, organizational buying	Marketing	2004-06	18
24	Ready for Play: Johnson & Johnson enters sports medicine market in Latin America New (2009)	Sports medicine, medical equipments, high technology sales, tissue management	Marketing	2005-09	18

All cases are supported with the teaching notes to facilitate instructors. Most of these cases have been discussed in the class and have been incorporated in undergraduate and graduate programs.