Analysis of the incursion of e-commerce in Mexico through Value Chain Analysis.

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Mexico’s e-commerce

Merchandise retail sales: US$5.5 billion

15 million buyers for an average Annual purchase of US$487

2015 “Black Friday” day alone - US$1.6 billion

Only 22% of 68 million Internet users buying online

Only 13% of adults hold a credit or debit card

Logistics often still present a problem
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Governance Analysis

Buyer-driven chain.

Online consumers have a special force in the online retail market, being the direct decision making of what sells and what doesn’t.

Marketplace + Selling Coach ->
Automatic pricing and automatic Demand calculation.

Stakeholder Analysis

1. Users (both buyers and sellers)
2. Government and Banking Institutions
3. Federal Government (Agenda Digital Nacional)
There has been a tendency for developed countries to concentrate in higher value activities while developing countries are generally concentrated in lower value activities.