

EXECUTIVE SUMMARY

Mexican mid-market manufacturers face critical "Muda" (waste) when bridging into US markets, but the bleeding rarely starts on the warehouse floor. Margin leaks occur in two distinct phases: the inability to generate targeted inbound US deals (Pipeline Friction), and the physical delivery bottlenecks once those deals close (Logistics Latency). This analysis maps the current operational reality and introduces a revenue-first intervention model.

THE REVENUE BOTTLENECK 01

TAM VS. PIPELINE STAGNATION

The primary pain point for mid-market expansion is not fulfillment capability—it is securing consistent US deal flow. Without a targeted inbound pipeline and a clear understanding of your Total Addressable Market (TAM), your physical infrastructure becomes an unmonetized liability.

FULFILLMENT CAPACITY (IDLE)

AVERAGE INBOUND PIPELINE VELOCITY

EXPANSIONES TAM ALIGNMENT GOAL

THE LAREDO BOTTLENECK 02

LOGISTICAL FRICTION VS LANDED COST

Once deals are secured, standard crossing models through Laredo bleed margin through extreme dwell times. Implementing the "Bunker Strategy" radically compresses transit cycles, protecting the revenue you just worked hard to win.

STANDARD LAREDO CROSSING (48 HRS AVG)

STANDARD OTAY MESA (36 HRS AVG)

EXPANSIONES BUNKER STRATEGY (12 HRS AVG)

THE MUDA PROFILE 03

MARGIN LEAKAGE DISTRIBUTION

Margin leakage heavily occurs in the handoff between sales data and physical execution. Pipeline friction accounts for the highest opportunity cost in cross-border scaling, directly feeding fulfillment waste.

TAM / Inbound Sales Disconnect	45%
Logistics Dwell Time	30%
Redundant Admin SOPs	15%
Freight Overages & Compliance	10%

THE 90-DAY ARCHITECTURE 04

INTERVENTION PROTOCOL

A structured, revenue-first engagement model designed to evaluate existing TAM, eliminate operational friction, and hand back the keys to a self-sustaining engine.

DAYS 01-30: EVALUATE

Deep-dive Muda audits. Identify pipeline disconnects, analyze TAM targets, and map current SOPs.

DAYS 31-60: REFINE

Strip away redundancies. Integrate CRM pipelines, implement the Bunker Strategy logistics routing.

DAYS 61-90: ARCHITECT

Finalize US Inbound Lead Infrastructure. Train internal teams. Deploy maintenance protocols.