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Case Study Topic: **The import of design furniture from France and Italy to Mexico. The importance of accurate coordination between documents and process' actors**

Project Work: **Expolmpo RB, Import-Export Coordinator, Mexico City, Mexico**

Name of the Company, Position, city, country

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**Abstract: The import of design furniture from France and Italy to Mexico.
The importance of accurate coordination between
documents and process' actors**

The aim of the import process is basically a transaction or exchange of goods and services and nowadays it is a common practice worldwide. In all countries around the world, the importation and exportation of goods are limited by import quotas and mandates from the customs authority which change from country to country.

The amount of fees and time to arrange the process may differ from country to country and it is influenced by many different variables. Some of them for example are required time for all necessary documents, cost and time of freight and time of waiting for the custom. Nowadays the import-export process is a constant in our societies especially in Mexico.

In order to understand better and in detail this process it was decided to analyze in particular the example of one company, which is dedicated to this practice. In fact, the case study is based on the Mexican company Expolmpo RB, SA de C.V. that is a franchisee of two luxury products Roche Bobois and Bang & Olufsen. Both brands are European but their products are sold worldwide.

Roche Bobois, is a French retailer of furniture which was acquainted at the Copenhagen Furniture Fair in 1950, Philippe and François Roche, and Jean-Claude and Patrick Chouchan, wanted to import Scandinavian furniture to Paris at all costs. "Roche Bobois group is the world leader in the creation and selective distribution of high level, design and luxury furniture and home furnishing products. The group has the largest worldwide chain of high quality furniture stores, with a presence – direct and/or through franchising – currently consisting of 335 stores located in prestigious shopping areas, with a relevant presence in the most important towns of the main countries. The stores are 267 in Europe, 27 between the United States of America and Canada and 41 in South America, Africa and Asia". Soon accessories, textiles and furniture were sold in some boutiques of the city. The brand has 250 showrooms, 80 of which are corporate-owned, located in 45 countries. In 2012, Roche Bobois reports more than 50% of turnover achieved abroad, notably in North America.

Bang & Olufsen (B&O), instead, is a Danish company that designs and manufactures high-end consumer electronics including audio products, television sets and telephones and it was founded in 1925 by Peter Bang and Svend Olufsen, two innovative and young engineers devoted to high quality



audio reproduction. Products from B&O are intended to reflect cutting edge industrial design, in appearance, function and operation. Until 2008 the company was producing thanks to the partnership with Samsung in 2006 also mobile phones and the two models that were designed were Serene and SGH U600.

Therefore, the work will be divided into three sections: the first one will be theoretical about the International trade and its history, the second one will be a focus on the company itself and finally there will be some conclusions.

The problem that is analyzed in this case study is how the coordination between the importer company and the customhouse broker can be fundamental in order to save time and money. In particular, the industry under investigation the documentation is really important in order to testify the origin, the material and the production of the good.

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