



Indevco

Expansion to Mexico

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“What is good for the community is good for the company”



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Indevco Overview

- Global manufacturer of **plastic and packaging solutions**
- Serves the agriculture, industrial, and consumer sectors
- Strong presence in **flexible plastics and films**
- **INDEVCO** operates globally and specializes in **plastic solutions across multiple industries**

The logo for Indevco Plastics is displayed within a dark olive green rounded rectangle. The word "INDEVCO" is in a large, bold, blue sans-serif font, and the word "PLASTICS" is in a smaller, grey sans-serif font directly below it.

INDEVCO
PLASTICS

Indevco Capabilities

Product customization

- **Sizes**
- **Thickness**
- **Materials**

Large-Scale Production

- North America, the Middle East

Export experience

- Exports packaging and building materials to over 90 countries worldwide

Sustainability Initiatives

- **Recyclable**
- **Eco-Resins**





INDEVCO
PACKAGING SOLUTIONS

**Top-Quality
Mulch Films For
Thriving Harvests**



Project Scope

Focus only on the agriculture segment

Focus Country:

- Mexico

Strategy

- Produce products in the United States
- Export to Mexico

Goal

- Identify real customers and entry path



Why Mexico

Large agriculture sector

Growing greenhouse adoption

Strong trade with the U.S.

Demand for yield-improving technologies

Key idea:

- High demand + easy access



City Selection

Puebla



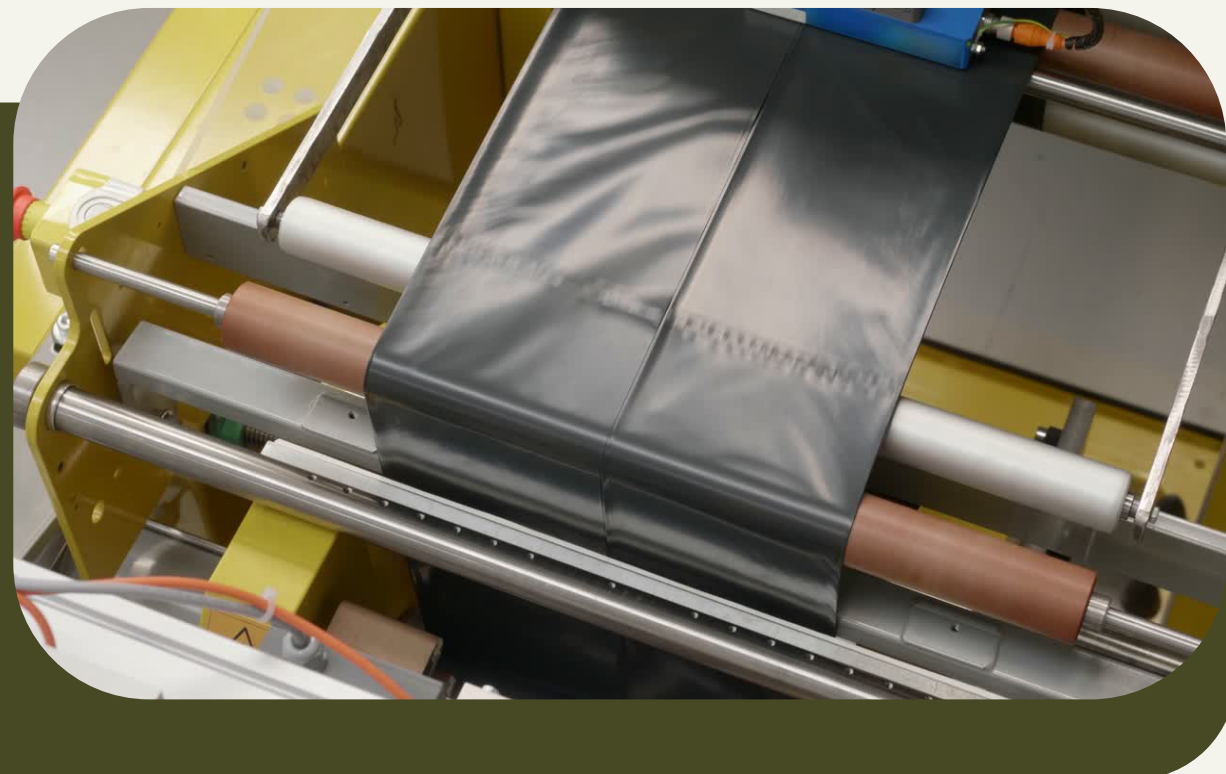
 **Strong vegetable production**

 **Mix of greenhouses and an open field farming**

 **Close to Mexico city**

 **Good logistics access**

Product Strategy Overview



Greenhouses films

Used to cover greenhouses and protect crops from the weather.



Agricultural packaging

Used to store and transport vegetables safely (like boxes, bags, and wraps)



Plastic mulch

Covers the soil to keep moisture, control weeds, and help crops grow better.

Production → **Growth** → **Distribution**





Green House Films

Plastic covers used for greenhouses

Controls:

1. Temperature
2. Humidity
3. Light

Value:

- Helps crops grow more (higher yield)
- Protects crops from bad weather and pests

Plastic Mulch

Plastic film placed on top of the soil.



Benefits:

- Keeps moisture in the soil
- Controls weeds
- Improves crop quality



Used in:

- Greenhouses
- Open-field farming



Agricultural Packaging

Plastic bags, films and wraps. Used after crops are harvested.

Functions:

- Protects the product
- Makes transportation easier
- Allows branding for retailers

Used by:

- Farmers
- Distributors



Bundle Strategy

Growing Stage

- Greenhouse films → climate control
- Plastic mulch → weed control + moisture retention
-

Post-Harvest Stage

- Agricultural packaging → transport + retail protection

Why this works

- One supplier for multiple producer needs
- Easier purchasing for farms
- Stronger customer relationship
- More value than selling one product alone



Grow Smarter with One Complete Agri Solution

INDEVCO Bundle Strategy

1



GREENHOUSE FILMS
Climate control for better growth and higher yields.

2



PLASTIC MULCH
Weed control + moisture retention for healthier crops.

3



AGRICULTURAL PACKAGING
Protect produce quality from harvest to market.



One supplier. Three solutions.



Support from production to post-harvest.



Custom, scalable, export-ready.



BUNDLE BENEFITS



Better purchasing efficiency



Stronger farm-to-market support



Multi-product value for producers



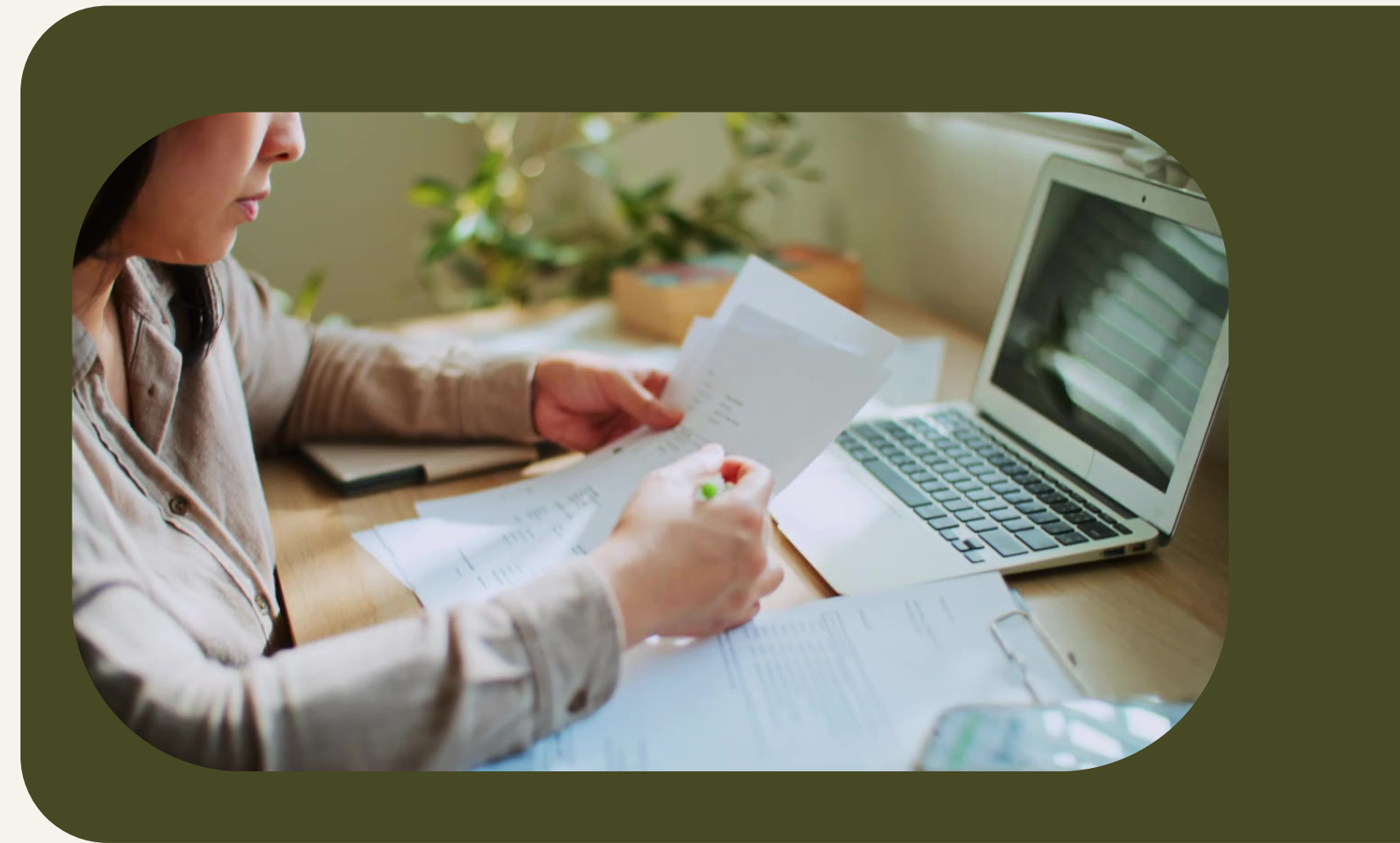
Let's Build Your Bundle →



Greenhouse Films • Plastic Mulch • Agricultural Packaging



Market Overview & Financial Opportunity



Puebla Market Overview

- Strong vegetable production region
- Mix of greenhouse and open-field farming
- Close to Mexico City demand and distribution
- Producers need materials for both growing and packaging

Financial Opportunity

- Bundle increases order value
- Packaging creates repeat demand
- Films + mulch create seasonal demand
- Bulk/pallet orders support larger sales



- Start with 3–4 Puebla producers
- Use a direct-to-producer sales approach
- Focus on vegetable farms with greenhouse or open-field production
- Select customers needing films, mulch, packaging, or bulk/pallet orders
- Prioritize producers with distributor, retail, or export connections

Target Customer Strategy & Criteria

Customer 1

Mastronardi / SUNSET Greenhouse Operation



Location: Tepanco de López, Puebla, Mexico

Crop: Peppers + greenhouse vegetables

Production type: Greenhouse

Market connection: SUNSET brand / North American retail produce market

Current technology: Certified greenhouse operation with food safety and worker-assurance standards

NDEVCO opportunity:

- Greenhouse films for protected pepper production
- Crop-protection materials for climate control
- Packaging for retail-ready produce
- Custom packaging for distributor and retailer requirements



Customer 2

Agrivera

Location: Canada | U.S. | Mexico

Crop: Peppers and specialty produce

Production type: Own fields + grower partner network

Market connection: Grower-direct fresh produce supplier across North America

Current technology: Integrated supply chain: production, sourcing, logistics, and food safety compliance

INDEVCO opportunity:

- Plastic mulch for pepper and vegetable production
- Greenhouse/crop-protection films for farm operations
- Packaging for cross-border produce transport
- Custom packaging for retail, distributor, and food safety needs



Customer 3

Bresca Hortalizas

Location: Puebla, Mexico

Crop: Tomatoes

Production type: Greenhouse

Market connection: Produces for Mastronardi / SUNSET

Current technology: Uses greenhouse crop-control technology

INDEVCO opportunity:

- Greenhouse films for crop protection
- Packaging for tomato transport
- Custom packaging for buyer/retail needs





Customer Needs Analysis

Customer Needs Across Puebla Producers



 **Greenhouse films** → Climate control
Rolls by greenhouse size; seasonal replacement

 **Plastic mulch** → Yield improvement
Bulk rolls or pallets before planting season

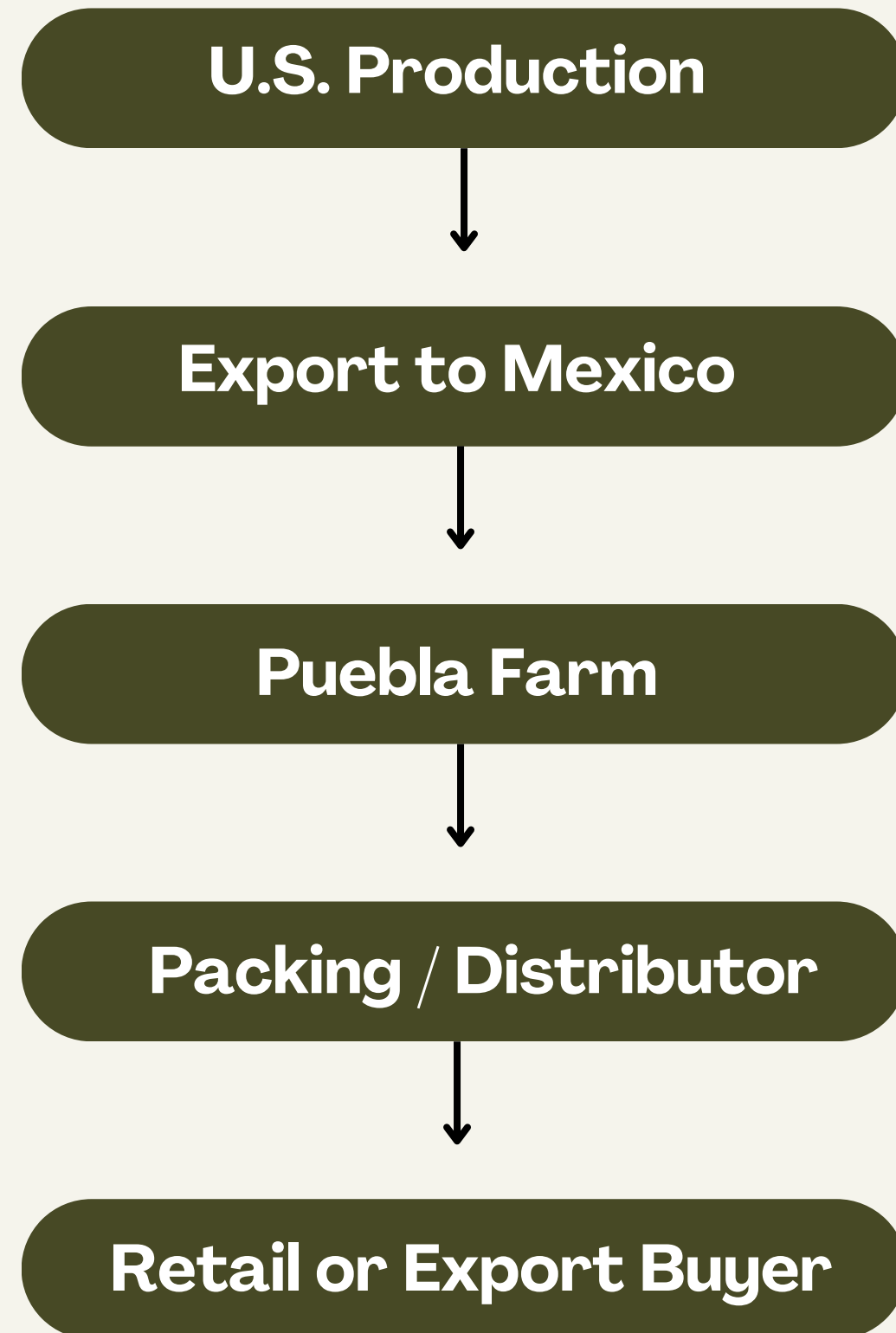
 **Agricultural packaging** → Transport + retail
Recurring orders after harvest; bags, wraps, or palletized packaging



Operational Needs:

Custom sizes | Bulk/pallet orders | Seasonal delivery | IoT tracking for inventory + shipments

Supply Chain Flow



Where packaging is added:

- Films + mulch: production stage
- Packaging: after harvest
- Distributor: retail/export prep



Who buys materials:

- Producers: films + mulch
- Producers/distributors: packaging
- Retailers: set packaging standards



Retail examples:

- Walmart Mexico, H-E-B, local markets, export buyers

Competitor Snapshot

EPA – Agricultural Plastics Mexico

- Films + mulch
- 27+ years
- Local experience

Poly-Ag Mexico

- Polyethylene films
- Mexico sales reps
- Agri-focus

Greenhouse equipment suppliers

- Covers + screens
- Grower relationships

INDEVCO Positioning

- Bundle: greenhouse films + mulch + packaging
- Custom sizes, thickness, and packaging formats
- Direct sales to Puebla producers



Strategy & Opportunity

Market Entry Actions

- Start with 3–4 Puebla producers
- Sell films, mulch, and packaging as a bundle
- Attend Mexico agri trade shows
- Meet growers, distributors, and packing houses
- Offer samples + introductory bundle pricing
- Scale to other cities after proving demand





**Thank
You.**