

## **APPLICATION OF THE INDUSTRY-BASED THEORY THE CASE OF MEXICAN COMPANY CEMEX**

**VARGAS HERNÁNDEZ, JOSÉ G & MARTIN DE LA ROSA PLASCENCIA**

University Center for Economic and Managerial Sciences, University of Guadalajara Periférico Norte 799 Edif G201-7,  
Núcleo Universitario Los Belenes Zapopan, Jalisco, 45100, México

### **ABSTRACT**

The way in which an industry is organized is an important aspect to be taken into account when you plan to make the study of a particular company. The structure of the industry influences the results of the companies that comprise it. The analysis must consider differences among sectors, features that also share companies; therefore the impact of each industry can be reflected in different ways in the firms. In this sense this paper studies the behavior of the company Cementos Mexicanos CEMEX. For this, an overview of the performance of the construction is presented, to which the company belongs. Finally, CEMEX is analyzed using Porter's diamond.

**KEYWORDS:** Generic Strategies, Industry Structure, Porter'S Diamond