

COMERCIAL MEXICANA

Comercial Mexicana has joined forces with Price Club/Costco in a bid to capture a large share of the discount market. It operates 12 Price Club stores in major centres in Mexico. It has 78 *Comercial Mexicana* stores which are full-line super/hypermarkets, 25 *Bodegas Comercial* outlets which are lower-end full-line stores, 17 *Sumesa* supermarkets which sell only food and two *Mega* stores which are classic hypermarkets.

SUPER CHEDRAUI

Super Chedraui is an example of a small, regional supermarket chain which sells clothes. *Super Chedraui* has 30 supermarkets, located in shopping malls in southeast Mexico. This is a family-owned group which also owns *Comercial Las Galas*, a department store chain in southeast Mexico.

SORIANA

Soriana is located in northern Mexico. A recent merger with the *Nazas* chain added 13 stores to its existing 21 outlets, mostly in Monterrey.

Other hyper/supermarket chains include:

- *K mart* with two stores in partnership with *El Puerto de Liverpool*, and two more scheduled to open in 1995.
- *Casa Ley* with 54 stores;
- *De Todo* with 2 stores;
- *San Francisco de Asis* operating in southeast Mexico with 22 stores;
- *Seguro Social*, social security stores, owned and operated by the Government of Mexico, with 148 stores;
- *Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado (ISSSTE)*, Institute for Social Security and Services for Public Service Employees stores, serving government employees through 257 outlets; and
- *Sedena* stores, which operate 44 outlets for members of the Mexican army and their families.

DEPARTMENT STORES

Mexican department stores cater to more affluent consumers than hypermarkets and supermarkets. The typical sales mix is 45 percent apparel, 35 percent furniture and 20 percent other products.

Department store chains from the United States are expanding in Mexico. Woolworth and Sears Roebuck are already active in the market, soon to be joined by J.C. Penny and Dillards.