

The increase in sales volume in 1991 was 37.3% on average and reported as follows by area:

FOOD	PERSONAL	HOME	WORK	CARS
36.0%	47.5%	27.8%	39.5%	35.5%

In all areas, the most common problems cited were the lack of financing terms from suppliers and from the national banking system and increasing costs of merchandise. Additionally, in the case of home articles, competition from government stores and street vendors was cited as a handicap.

A different survey was carried out by INEGI in 1987 in Mexico City, Guadalajara and Monterrey, the country's largest cities, identifying the number of stores (S) by type of product, their number of employees (E) and annual sales (\$) in thousands current dollars in the wholesale and retail areas:

#### MEXICO CITY

	WHOLESALE			RETAIL		
	S	E	\$	S	E	\$
Apparel & footwear	80	31	2,493	223	19	355
Records, toys & presents	52	32	1,272	70	18	428
Furniture	38	38	2,402	170	27	900
Vehicles	20	62	4,441	99	84	4,924
Spare parts vehicles	85	34	2,013	60	22	957
Stationery & books	147	32	1,379	48	19	324
Electrical material	49	28	1,609			
Hardware				48	5	1,149
Pharmacies				53	41	1,239
Department stores				70	244	8,621
Supermarkets				168	179	6,699

#### GUADALAJARA

	WHOLESALE			RETAIL		
	S	E	\$	S	E	\$
Apparel & footwear	10	28	1,455	34	19	322
Records, toys & presents	3	24	1,411	6	16	699
Furniture	6	17	629	24	63	2,260
Vehicles	4	56	5,772	14	71	6,472
Spare parts vehicles	41	28	1,296	49	18	589
Stationery & books	10	32	1,690	18	21	434
Electrical material	15	15	660			
Hardware				22	28	620
Pharmacies				67	28	994
Department stores				23	122	3,617
Supermarkets				83	93	2,745