

PROMOTION

Department stores and supermarkets advertise special sales through television, radio and newspapers. Flyers are delivered by hand to residences and to customers in the store.

Boutiques and specialty stores tend to promote through the use of catalogues and pamphlets which they deliver by mail to customers who are on their mailing list. They accumulate these lists from customer invoices, or from qualified lists purchased from banks or credit card companies.

Promotion expenses are generally shared between domestic suppliers and retailers. In certain cases, the manufacturer will produce a brand-specific catalogue or brochure for distribution by the store. Foreign manufacturers are also beginning to share promotion expenses, although there is no specific practice.

RETAILER PROFILES

About 110 retail chains capture about one-quarter of all retail sales through about 2,600 store outlets. These are the principal distributors of imported apparel. There are four broad categories:

- hypermarkets and supermarkets sell a combination of food and clothing geared to the medium- to low-end of the market;
- department stores cater to the medium- to medium-high end of the market;
- brand name stores sell only garments produced or imported by the parent firm; and
- specialty boutiques sell domestic and a large percentage of imported merchandise.

HYPERMARKETS AND SUPERMARKETS

Hypermarkets and supermarkets in Mexico sell both food and clothing. Typically, up to 25 percent of shelf or floor space is allocated to clothing. These outlets are the main importers of women's clothes at the medium- to low-end of the market. Most of these imports are goods with a retail value of less than US \$50.00. These commodities tend to be purchased in large quantities in the Far East. The largest chains include *Grupo Cifra*, *Gigante*, *Comercial Mexicana*, *Super Chedraui*, and *Soriana*.