

- TOTAL OUTLETS:

	<u>OUTLETS</u>	<u>SALES POWER</u>
LARGE SUPERMARKET CHAINS:	212	37.0 %
INDEPENDENT SUPERMARKETS:	2,938	50.0 %
MEDIUM GROCERIES:	9,515	8.0 %
SMALL GROCERIES:	42,961	5.0 %
TOTAL:	55,626	100.0%

- HOMES PER OUTLETS: 72

- LARGE FOOD WHOLESALERS: 85

- PRICE ANALYSIS STRUCTURE(*):

	<u>COST \$</u>	<u>% MARGIN</u>	<u>% ACCUMULATED</u>
IMPORTER:	100.00	15.0	15.0
DISTRIBUTOR:	115.00	20.0	38.0
RETAILER:	138.00	30.0	80.0
CONSUMER PRICE:	180.00	-	-

(*) without VAT.

4. VENEZUELAN TRADE STATISTICS.

4.1. VENEZUELAN AGRIFOOD IMPORTS (IN MM US\$) *

<u>SECTORS</u>	<u>1991</u>	<u>1992</u>	<u>% VAR.</u>
● ANIMAL PRODUCTS	190	172	-9.5
● VEGETABLE PRODUCTS	413	523	26.7
● FATS AND OILS	162	172	6.2
● PREPARED FOODSTUFFS	299	424	41.8
TOTAL:	1,064	1,291	21.3

(*) source: O.C.E.I. Trade Yearbook 1992.