

members which distribute furniture, with their area of operation (2), the number of stores they have, the total area of sales measured in square meters, and sales of the largest groups that participate in the Mexican Stock Exchange:

CHAIN	AREA	STORES	SQUARE M	SALES
DEPARTMENT STORES				
Palacio de Hierro	Mexico	4	63,500	\$215 MM
Puerto de Liverpool	National	8	136,000	\$421 MM
Sears	National	37	134,000	
Almacenes García	National	18	21,320	
Almacenes Zaragoza	Northwest	7	15,700	
Casa Rodoreda	Center	3	10,337	
Central Detallista	Northwest	12	29,000	
José Ramírez	Gulf	12	7,900	
Puerto de Guaymas	Northwest	10	31,150	
Grupo Acevedo	Gulf	8	16,100	
Grupo del Sureste	Southeast	7	12,200	
Importaciones Comer.	Caribbean	5	8,300	
Ciudad de París	North	4	12,000	
Sanborn's	National	54	55,042	
Super del Bajío	Center	5	7,950	
Woolworth	National	46	69,947	
CHAIN	AREA	STORES	SQUARE M	SALES
CHAIN STORES				
Salinas y Rocha	National	87	108,171	
Singer	National	117	23,424	
Super Hogar	Mexico	12	10,250	

4. END USER SECTORS

Mexico's population is approximately 86 million, of which 70% are under 30 years of age. With an estimated annual growth rate of 2% (during the last three decades, population growth averaged 3.2%), total population in Mexico will reach 100 million by the year 2000. 52% of Mexico's total population is an urban population, living in towns with over 15,000 inhabitants. Mexico City alone has 16 million inhabitants, followed by Guadalajara (4 million), Monterrey (3 million) and Puebla (2 million). There were 16 million housing units throughout the country, based on the 1980 census. As of 1989, there are an estimated 17.6 million housing units. Of these, 68% are owned by their inhabitants, while the remainder is rented or belongs to someone else. Only 6% of

2. The areas listed include the following states:

North: Nuevo León, Chihuahua, Durango and Coahuila;

Northwest: Baja California, Baja California Sur, Sonora and Sinaloa;

Northeast: Tamaulipas

Center: Jalisco, Nayarit, Guanajuato, San Luis Potosí and Michoacán;

Gulf: Veracruz and Tabasco

Caribbean: Yucatán, Quintana Roo