

CHAIN	AREA	STORES	SQUARE M	SALES
Hecali	National	33	9,966	
Menlova	National	23	9,391	
Robert's	National	24	10,744	
Suburbia (CIFRA)	National	29	143,621	
Super Jeans	National	17	3,000	
SPORTING GOODS				
Martí	National	20	6,822	
STATIONERY				
Cía. Papelera E.	National	29	15,933	
Benavides	Center-North	252	77,383	
HOME				
Salinas y Rocha	National	87	108,171	
Singer	National	117	23,424	
Super Hogar	Mexico	12	10,250	

### GOVERNMENT STORES

Government stores represent an estimated 15% of the market distribution of consumer products including foodstuffs, although it must be remembered that they are not run for profit and are usually located in low income areas and supply mostly basic food products, rather than consumer products. They usually do not carry imported goods. Government stores include the large distribution network called CONASUPO, established for the distribution of basic popular consumption items at market prices, since in many instances, in particular in isolated rural areas, prices were inflated through intermediaries. CONASUPO's distribution group consists of two companies: DICONSA (CONASUPO distributors), which sells retail products to the consumer, and IMPECSA (Promotion of Small Distributors) which supplies the small shops with wholesale articles. As of 1987, DICONSA had 18,000 stores, 80% of which were located in rural areas, and IMPECSA supplied over 120,000 small stores. At present, however, much official support to this program was eliminated, basically the refinancing or factoring service it was granting. This has caused many of the CONASUPO stores to close, but no data are available as to how many are still operating.

Other government stores are those that sell current brands to the employees of the largest government companies and agencies, although some of them are also open to the general public, such as:

AGENCY	SECTOR	# OF STORES
ISSSTE	social security	232
PEMEX	petroleum	105
SEDENA	military	104
IMSS	social security	84
DDF	City council	83
MARINA	marine	28
AHMSA	steel	5
UNAM	university	3