

The most important consumers in this subsector are:

- banks and financial institutions
- large supermarket chains
- department stores and malls

Mexican security firms are also significant customers for a variety of products.

## **SUPERMARKETS**

Mexican supermarkets have an unusually high accident rate. Employers blame poor worker education and high turnover rates. Observers add that the sector has done little to improve its worker safety. A notable exception is *Grupo Cifra*, which is training a selected number of employees in first aid and emergency response.

Shoplifting is the other major concern of supermarkets. The usual protection is by security guards but closed circuit television systems are increasingly popular.

## **DEPARTMENT STORES AND MALLS**

Shoplifting is the major threat facing department stores and retail malls. In addition to closed-circuit television systems, a variety of stolen-merchandise detectors are in demand. Systems to prevent armed robbery are also needed.

Security services contracted by retailers to aid in the prevention of armed robberies, include guard services and watchdogs. The larger institutions train their own security or surveillance forces. This is creating a market for imported consulting and training services. Some of the larger retail chains, such as *El Puerto de Liverpool*, *Comercial Mexicana* and *Cifra* are very quality conscious and will pay higher prices for sophisticated technologies.

Truck hijacking is another serious problem in Mexico and vehicles belonging to retail chains are often targets. The larger chains have recently begun to equip their fleets with satellite tracking systems.

Building codes, expensive insurance and high public profiles of companies along with their products or employees make good customers for safety products. Fire prevention and detection systems, as well as alarms and evacuation route signs, are also key products.