

Mediterranean, Bimex and Apache. Apparel and footwear are almost totally manufactured locally with very good quality and at extremely competitive prices. Adidas is the most important single supplier of athletic footwear and apparel in Mexico. Other important locally manufactured brands include Pony, Nike, White (local name for Reebok), Lacoste and Le Cop Sportif.

Local production is generally concentrated in non-technical goods. More sophisticated products, such as graphite rackets, golf equipment, skis, surf boards, sails, scuba gear, fishing gear, etc. are of imported origin. Several local manufacturers are subsidiaries, distributors or joint ventures of foreign firms, such as AMF/Volt, Coleman, Nike and Adidas. Well known imported brands include Academy Broadway, American Camper, AMF, Barnhart, Coleman, Davis, Decamp, Head, Krassco, Le Cop Sportif, Mazy, Optima, Plano, Precor, Reebok, Rosatpol, Round, Schiestinger, Simmond, Spalding, Stabal, Trade Winds, US Divers, Vita Masters and Wilderness Trail and Wilson.

4. END USERS

The potential end users of consumer goods in Mexico are a large proportion of the country's total population of approximately 80 million inhabitants, of which 70% are under thirty years of age. With an estimated annual growth rate of two percent, total population in Mexico will reach 100 million by the year 2000. Mexico City alone has approximately 20 million inhabitants, followed by Guadalajara (3.2 million), Monterrey (3 million), Puebla (1.2 million) and Leon (1 million). The cities which show the highest consumer indexes of non durable goods are Mexico City (39%), Guadalajara (7%), Monterrey (6%), Puebla (4%), Leon, Tampico and Culiacan (2%).

Purchases of sports equipment by government entities, such as the Secretariat for Public Education, the Mexican Olympic Committee, the Department of the Federal District (DF), the National University (UNAM) and the Polytechnic Institute (IPN), state-run schools and sports centers, comprises approximately 10% of total demand. The remainder is spread among mostly individual consumers.

Approximately 5% of all registered firms in Mexico are dedicated to commercial activities, employ 2% of total working population and generate 24% of the country's total GDP, representing approximately \$30 billion in 1988. Of this total, 95% are retail outlets, amounting to an estimated 400,000, while the remaining 5% are wholesalers. The great majority (80%) of these firms are small family operations, employing only one or two people. Of the