

small groceries. Which makes an average of 72 homes per outlet.

Storage and distribution facilities for frozen products and for deli high-value products are limited to metropolitan areas.

3.4.6.2. BY AREA.

The primary market areas are metropolitan and urban (with 36.0% of the total purchasing power). Consolidation of shipments to Caracas, Valencia, Porlamar (Duty Free & Trade Area), Maracaibo and Barquisimeto is a common feature for distribution through the rest of the country.

	<u>POPULATION</u>		<u>PURCHASING POWER</u>
	<u>'000</u>	<u>%</u>	<u>%</u>
METROPOLITAN (*)	5,164,6	23.8%	29.0%
OIL STATES	3,146,5	14.5%	13.0%
EASTERN STATES	3,949,4	18.2%	14.0%
CENTRAL STATES	6,661,9	30.7%	31.0%
ANDEAN STATES	2,777,6	12.8%	13.0%
TOTAL:	21,700,0	100.0%	100.0%

(*) Caracas and the metropolitan zone.

3.5. RECOMMENDATIONS.

The following recommendations may facilitate a new supplier's entry into the Venezuelan market:

- a) Develop a relationship with importer or agents.
- b) Enclose a certificate of analysis of the proposed product with a letter of introduction to the importer.
- c) If the importer asks for exclusive rights for the product, include a clause in the contract for a minimum level of annual purchases.
- d) If you can not write your correspondence in Spanish please use English.