



INTERNATIONAL BUSINESS COUNCIL

Key Retailer Report

This complimentary Key Retailer Report is an example of the reports available to International Business Council (IBC) members. Membership is open to all Regular IHA members on a complimentary basis by taking the survey found at: www.housewares.org/members/ibc-join

After taking the IBC Membership survey, your membership will be processed and you will have access to over 130 key reports as well as other resources in the IBC Members Only Portal.

August 2016

Established in 1847, El Puerto de Liverpool, S.A.B. de C.V. operates department stores nationwide in Mexico – 73 department stores in total, under brands Liverpool and Fabricas de Francia.

Corporate and Company website: www.liverpool.com.mx

Contact Information (buying office)

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Background Information

Year Established: 1847

Number of Stores: 109

Total Annual Sales: US\$ 4.3 billion in 2015

Store Locations: Nationwide presence in Mexico



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Type of Store: Department Stores under two brands: Liverpool and Fabricas de Francia. 80 Liverpool stores and 29 Fabricas de Francia stores

fábricas de francia

Housewares Percentage of Total Sales: 43% (includes furniture and home products)

Position within the Market: Number one department store in the country

Target Consumer: Average to above average income consumer

Stores and Products

Store Layout / Look / Feel: Stores have a wide selection of housewares products. Products are nicely displayed by categories highlighting industry trends

Home / Housewares Product Categories: Kitchenware, bakeware, bathroom, personal care products, space organization, small electrics, home décor, home textiles, audio and video, furniture, tableware, outdoor furniture, lightning products

Company Brands Sold: Progressive, Copco, Metaltex, Groupe SEB, Wilton, Libbey, WorldKitchen, Anchor Hocking, Metro Marketing, Leifheit, Brabantia, Simple Human, Umbra

Key Marketing Tools & Promotions: T.V. promotions, newspapers, social media, magazines, e-commerce.

Suppliers and Sourcing

Sourcing Strategies

- Global
- Direct from vendors / product suppliers
- Through distributors

Supplier Expectations Regarding

- Products: Exclusive, luxury, pro-positive and innovative
- Pricing: Mid to high
- Promotions: Support in product launches, in-store promotions and advertising
- Other: Negotiations vary

Success Factors and Expansion Plans & Expectations

Success Factors: The company has had consistent growth and profitability reaching more than 60% of consumers in the country. The company focuses on quality service, a wide offering of merchandise and affordable prices.

Expansion Plans: In 2016 the company plans to open 9 new stores under the Liverpool and Fabricas de Francia brands in Mexico.

Other Things You Need to Know About This Retailer

In 2015 Liverpool announced they had obtained a franchise to operate in Mexico Williams-Sonoma specialty stores. Currently there are approximately 20 Williams-Sonoma stores in the country mainly in the Mexico City area, including the following: 3 Williams Sonoma stores; 5 Pottery Barns stores and 5 West Elm stores.

