





Market Profile: LA BOQUERIA

Mercats de Barcelona

LA BOQUERÍA market, located in Ramblas (Barcelona), represents a superb example of the traditional markets which were once the centre of food retailing in Spanish cities. The enviable location of this well preserved market, at the very heart of the city, has turned it into a tourist attraction. In this market, third and fourth generation shopkeepers sell premium fresh produce, including seafood, butchers, fruit and vegetables, delicatessen, frozen and bakery products.

Information on the market

Format	Traditional fresh-food market
Address	C/ La Rambla nº 91, Barcelona
Market Manager	Francesc Puigdomènech
Tel. & fax numbers	(34) 933 182 584 / (34) 933 025 442
Opening days & hours	Monday to Saturday 08.00-20.30
Date of first opening	1848
Latest refurbishment	November 2002
Total market area	6,000 m ²
Retail area	3,000 m ² (all food)
Departments	Fish, sea-food, meat, eggs, fruit & vegetables, groceries, bakery, delis, frozen foods, herbs, dietetic products, parapharmacy, banking services, bars and restaurants.
Parking lot capacity	Private parking places only.
Special features	<ul style="list-style-type: none">* Specialised stands (eg. exotic fruit, game meat)* Mini bars and small restaurants* Home-delivery* Internet picking* Information point, municipal offices* Gastronomy library/room (for training and promotional activities related to the world of gastronomy).

Sources: PLANET RETAIL and the Instituto Municipal de Mercados de Barcelona



Store Profile: CAPRABO



CAPRABO, a supermarket operator based in Catalonia, is continuing to extend its presence across Spain. In order to achieve this, Caprabo is combining organic expansion with acquisitions. Some examples of the latter are the takeover of local retailers Alonso, Nekea and Enaco in 2002, and more recently the acquisition of the Madrid-based Alcosto chain. This aggressive expansion brought Caprabo's number of supermarkets to 583 at the end of 2004. Caprabo stores are typically medium and large neighbourhood supermarkets, with a wide assortment both in packaged food and fresh produce.

Information on the store

Store format	Hypermarket
Address	Avenida Isabel la Catolica, 1-3 / Calle Barcelona, 2 (in the shopping centre La Farga)
Store Manager	Alfonso Sánchez Meca
Tel. & fax number	(34) 93 338 44 33 / (34) 93 338 88 03
Opening days & hours	Monday to Saturday 09.30 -21.30
Date of first opening	April 1996
Latest refurbishment	September 2003
Total store area	3.324 m ²
Retail area	2.332 m ²
Sales area food	1320 m ² (fresh products: 543.11 m ²)
Departments	Meat, deli meat, fruit and vegetables, fish, bakery, groceries, wine cellar, liquids, frozen food, dairies, bazar, homeware and textiles.
Number of checkouts	10
Personnel (full time)	40
Customers per week	8.899
Average sales per week	201.049,45 euros (77,44% food)
Parking lot capacity	Car park of the shopping centre
Concept	Urban type of hypermarket
Special features	* Home-delivery * Special focus on fresh products with a decoration that recalls the fresh food open-air markets.

Sources: PLANET RETAIL (company profile) and Caprabo (store data)



Store Profile: CARREFOUR

CARREFOUR is the clear number one in Spain in terms of food sales and is the second-largest retailer overall behind El Corte Inglés. The French group is also the leader in the hypermarket and discount sectors. Although the retailer had shown signs of weakening sales following its merger in 2000 with Continente (Promodès), sales are now accelerating again, with +5% like-for-like growth in 2004. The retailer operates three different banners: Carrefour hypermarkets (126 stores), Dia discount stores (2,651 stores, including franchises) and Champion supermarkets (190 stores).

Information on the store

Store format	Hypermarket
Address	Avenida de la Granvia n° 75-93, L'Hospitalet de Llobregat
Store Manager	Ramón Márquez Prior
Tel. & fax numbers	(34) 93 259 16 04 / (34) 93 259 00 69
Opening days & hours	Monday to Saturday 10.00-22.00
Date of first opening	24 October 2002
Total store area	10.461 m ²
Retail area	9.788 m ²
Sales area food	4.370 m ² (fresh products: 1.405 m ²)
Departments	28
Number of checkouts	59
Personnel (full time)	158
Customers per week	32.044 approx.
Average sales per week	1.175.300 euros (53,3% food)
Parking lot capacity	3.200 places
Special features	* Two floors (food/non-food) * Mini coffee shop * Independent /assisted cosmetic area * Wine cellar * Ice cream bar * Salad bar
Comments	Located in a shopping centre of a new economic area in the southern outskirts of Barcelona with high number of customers and low average basket.

Sources: PLANET RETAIL (company profile) and Carrefour (store data)



Store Profile: MERCADONA



MERCADONA operates discount supermarkets throughout Spain. This retailer has produced impressive performances, almost tripling its sales in the last five years. It is opening around 100 new supermarkets per year in an aggressive expansion programme and now runs nearly 900 stores. This growth has pushed Mercadona up the overall retail ranking, placing it in third place after El Corte Inglés and Carrefour. Its retail strategy is based on an Everyday Low Price formula combined with a strong private label assortment, which already accounts for 30% of total sales.

Information on the store

Store format	Supermarket
Address	Calle Ribes, 18 esquina Sicilia, Barcelona
Store Manager	Jose Luis Vilchez
Tel. & fax numbers	(34) 93 616 442 895 / (34) 93 788 42 54
Opening days & hours	Monday to Saturday 09.00-21.00
Date of first opening	4 November 2003
Total store area	2.100 m ²
Retail area	1.200 m ²
Sales area food	850 m ² (fresh food: 350 m ²)
Departments	Groceries, liquids, dairies, fruit & vegetables, fish, meat, deli meat, bakery, frozen food, hardware, beauty care, pet food
Number of checkouts	9
Personnel (full time)	48
Customers per week	12.300 approx.
Parking lot capacity	None
Concept	Neighbourhood supermarket. No offers / Every-day low Price formula Total quality model (in Marketing and HR)
Special features	* Home delivery * Internet ordering
Comments	The supermarket is located in the municipal market Fort Pienc with two sales floors and one storage floor.

Sources: PLANET RETAIL (company profile) and Mercadona (store data)