

Ernesto Vidal Flores

Ingenia Muebles



“ I saw an opportunity to build stylish, affordable furniture...and a booming company. ”

COUNTRY	Mexico
INDUSTRY	Consumer
EMPLOYEES	730
YEAR SELECTED	2011
PARTNERS	Patrick Vidal Flores , Christian Vidal Flores
WEBSITE	www.ingeniamuebles.com.mx

COMPANY SNAPSHOT

Brothers Ernesto, Christian, and Patrick are behind Ingenia Muebles – a fast growing Mexican furniture maker. Their company builds modern, stylish pieces and delivers them assembled at prices 20% lower than Walmart. Founded in 2007, Ingenia Muebles has opened 106 Ingenia Muebles locations in its first three years of operation and seen annual sales grow precipitously. Ingenia Muebles' impressive growth is built on its vertically integrated production and unique sales model. It operates showrooms that carry no inventory, assembles products only after they have been paid for in full by the customer, and delivers the furniture faster and at prices lower than its competitors.

ENDEAVOR AND INGENIA MUEBLES

Endeavor looks forward to supporting the founders as they build out the team they will need to triple in size by 2013.