

# Pepe Zaga Saba

Vicky Form



“ I saw an opportunity to become a national leader in lingerie sales. ”

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| <b>COUNTRY</b>       | Mexico   |
| <b>INDUSTRY</b>      | Consumer Goods & Services                                |
| <b>EMPLOYEES</b>     | 2,112  |
| <b>YEAR SELECTED</b> | 2011   |
| <b>WEBSITE</b>       | <a href="http://www.vickyform.com">www.vickyform.com</a> |

## COMPANY SNAPSHOT

By implementing a sales model similar to Avon and Mary Kay, Pepe has grown his father's undergarment business into one of Mexico's most well known lingerie brands. Over 120,000 Vicky Form salespeople – almost all women – sell Vicky Form lingerie, cosmetics, and clothes to their friends and neighbors. This model, along with provocative advertising, department store sales, and a growing chain of proprietary and franchised boutiques, has positioned Vicky Form as the national leader in lingerie sales.

## ENDEAVOR AND VICKY FORM

Despite its size and success, Vicky Form is still a family business and Pepe is eager to work with Endeavor mentors to improve margins, professionalize business practices, and define growth strategies.