

## Pepe Zaga Saba

Vicky Form





## "I saw an opportunity to become a national leader in lingerie sales."

COUNTRY	Mexico
INDUSTRY	Consumer Goods & Services
EMPLOYEES	2,112
YEAR SELECTED	2011
WEBSITE	www.vickyform.com

## **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.