

**disensa**  <sup>®</sup>



## **A revolutionary route to market**

Disensa Retail Network  
Ecuador

Oliver Osswald, Central & South America



**LafargeHolcim**

# What is disensa? **Much more than cement**

disensa Compra en línea Soy Franquiciado Buscar un Disensa

CATÁLOGO DE PRODUCTOS Buscar un producto Buscar

En disensa encuentras todos los materiales de construcción para tu obra.

3M DeWalt Hitachi

PASO 1 Encarga tu Obra con más certeza  
Indicamos la ubicación donde quieres recibir el pedido o hacer el pago.

PASO 2 Arma tu pedido  
Agrega todos los materiales de construcción que necesitas.

PASO 3 Elige la fecha de entrega  
Selecciona un horario acorde a tu disponibilidad.

Categorías destacadas

Dora Dora → Techos y Cubiertas → Plomería → Construcción →

Nuevos productos

Levitario Avignon Premiado Blanc...  
FV - FRANK VIEGENER Ver precio

Levitario Femina Premiado Bosc...  
FV - FRANK VIEGENER Ver precio

Juego con Medidores Sistem...  
FV - FRANK VIEGENER Ver precio

Juego Monocomando pa...  
FV - FRANK VIEGENER Ver precio

Juego de Ducha Capri  
FV - FRANK VIEGENER Ver precio

Construye tu PATIO

Conjunto Angular Co...  
FV - FRANK VIEGENER Ver precio

Valvula de Descarga Corta...  
FV - FRANK VIEGENER Ver precio

1mm 200mm. Entubo 10 mm  
25x25 cm Andec  
ANDEC Ver precio

## Tailor made solutions in homebuilding

### Simple and agile

- **Simple Purchasing:** at the store, by phone, email or on the website. **Simple Payment** and delivery right **at your door**
- **Complete range of products and solutions:** wide range of construction materials, tools and services in one place, microcredit and financing plans, technical support

### Build it yourself

- **Complete kits for different phases of home building:** foundations, walls, installations and finishing
- **Solutions to facilitate construction:** financing plan, guarantee of product quality and quantity, paper and video tutorials, standard building designs, housing projects with partners (City of Guayaquil)

CONSTRUYO  
mis sueños con disensa

CONSTRUYO MIS SUEÑOS  
Compra tus materiales de construcción,  
¡Constrúyelo ya y págalo en cuotas!

CREDISENSA  
Credisensa, la tarjeta que te brinda la facilidad de  
comprar materiales de construcción.

# The history of disensa



## 1973

Independent construction materials depot and hardware stores.



## 1978

Disensa as independent distributor of Rocafuerte with own commercial brand

**350 outlets**  
**5 Suppliers**



## 2005

Disensa outlets upgraded to **franchising** network with store front **image standardized**, in co-branding with own commercial brand **First franchisee online purchase**

**480 franchisees**  
**15 Suppliers**



## 2015

Disensa introduces **microcredit** for customers and **training** program in customer service for **franchisees' sale force**; Disensa ERP system (**SAFDI**) is now used by 85% of franchisees

**500 franchisees**  
**20 Suppliers**



## 2016

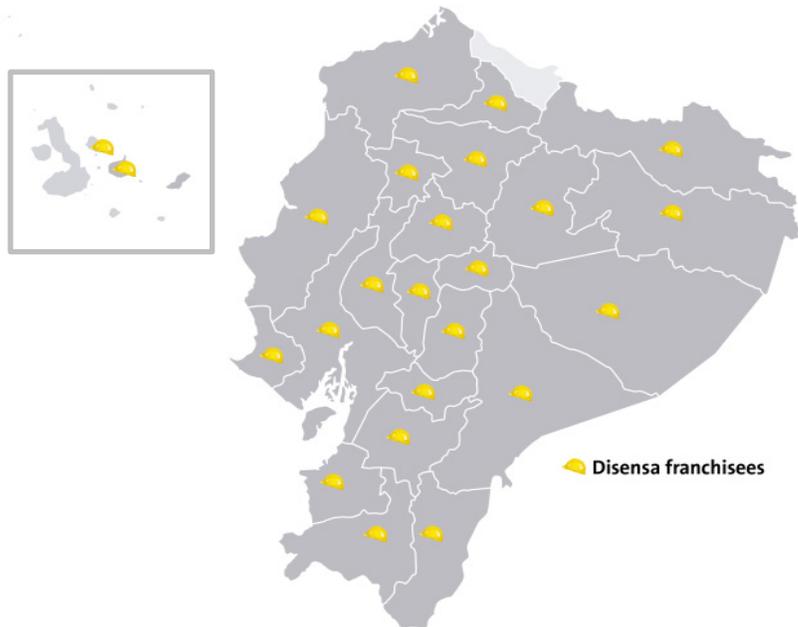
Disensa offers construction materials in 20 building subcategories, launches **ecommerce B2C** in October and increases access to **Credisensa** with bank partnership for credit up to 40 mUSD

**540 franchisees**  
**26 Suppliers**  
**8200 Credisensa cardholders**

# Today disensa in Ecuador is...

A 1,250 sales people network that serves **500,000 customers** in 156 cities of 23 provinces through 540 stores

and also the leading online sales platform for homebuilding [www.disensa.com](http://www.disensa.com)



-  540 stores nationwide
-  \$400 Mio Revenue
-  90% online purchase
-  10% migrating to online purchase
-  Over 60k online transactions per year
-  99% of our franchisees are online buyers

## Happening now at LafargeHolcim

Similar initiatives are ongoing in LATAM, MEA and APAC with more than **3000 new outlets** launched in **7 countries**

# Disensa benefiting all stakeholders

## Franchisees

- Consistent marketing & branding
- Access to logistics
- IT support and web platform
- Cost<sup>1</sup> and quality
- H&S support/ multirisk insurance



- High margin business
- Fragmented customer base
- Asset light growth
- Customer loyalty

## Customers

- Shops in proximity
- Easy-to-order interface
- High quality products and services
- Access to financing, e.g., Credisensa
- Construction workers' professionalization program

**Self Builders**  
Hassle free - One stop shop  
Quality and quantity  
Lack of expertise  
Cash challenges

**Small/Medium Contractors**  
Supply on time & in full  
Need credit  
Online and phone purchasing

## Suppliers

- Access to wide network of retailers and of brands
- E-marketing and promotion management
- Virtual warehouse, guaranteed account receivables
- Trainings



1) LH Ecuador is the #2 steel power buyer in the country

# The future of disensa



**Next generation retail:** online sales channel through an eCommerce platform which allows to offer all products sold by the Disensa franchisees at [www.disensa.com](http://www.disensa.com)

**The vision:** To be the preferred place for construction materials in homebuilding needs

**The brand:** LafargeHolcim will expand its retail network in LATAM under the same name, **México, Brazil and Colombia** are the next to offer 

**disensa** ®

Diseña tus sueños