

# Oswaldo Trava Albarrán

Instafit



“ I saw an opportunity to become a leader in the Mexican used goods market. ”

<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	86
<b>WEBSITE</b>	<a href="http://signup.instafit.com.mx/">http://signup.instafit.com.mx/</a>

## COMPANY SNAPSHOT

Entrepreneurs Diego and Oswaldo are putting a new spin on an old market. With Lo Mio es TUYO (TUYO), the two entrepreneurs are professionalizing the purchase and sale of pre-owned goods in Mexico, an industry that historically has been limited to pawn shops and outdoor markets. TUYO buys small household goods and electronics from customers or third-party businesses and re-sells them in stores in and around Mexico City. Through their fair prices, stringent quality checks, and strong customer service, these young entrepreneurs are providing Mexico City's lower and middle income shoppers with a channel through which they can confidently purchase lightly used goods. For Diego and Oswaldo, the opportunity doesn't stop in their hometown: the duo have ambitious expansion plans to become the leaders in Mexico's pre-owned goods industry, a market they estimate to be worth US\$26 billion in 2011.