

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.