Tiago Moura Mendonça

ABC da Construção

“ I saw an opportunity to create a nationally-known construction supplies business. ”

COUNTRY	Brazil
INDUSTRY	Consumer
EMPLOYEES	300
YEAR SELECTED	2010
WEBSITE	www.abccomvoce.com.br

COMPANY SNAPSHOT

Atacado Brasileiro da Construcao (ABC) has created an innovative approach to the construction supply business. ABC provides construction supplies to individual homeowners and small businesses in the budding cities of Brazil's interior. ABC has become the largest building materials supplier in the Brazilian state of Minas Gerais, with 23 stores in 14 cities in the region. Products include construction finishes, pipes, fittings, coatings, pottery, metal tiles, and paints.

CEO Tiago Mendonça has transformed his grandfather's construction supplies business from a stagnant local chain into a high-growth business with national potential. The company occupies a niche where other, larger businesses have been struggling. By catering to the smaller markets ABC avoids national and international competition as well as provides more personalized services to their customers.

ABC has streamlined the entire process, stocking high quality materials, presenting cheaper financing alternatives, and employing a fleet of delivery vehicles. These consolidated logistics allow for a much higher profit margin and expedited services.

A capable, knowledgeable staff is a key part of ABC's business model. The staff is available through all steps of the construction process from recommending the best products to the final touches. Their industry insight is an asset that has catapulted ABC to their current success. The company has also been grown through the dedicated leadership of CEO Tiago Mendonça who coupled his devotion to the family business with his business savvy to create an efficient, new direction for ABC. Roughly 32 million people in Brazil have joined the middle class in the last seven years and are now likely to invest in their homes; ABC has created an opportunity for these middle class citizens to invest in themselves as well as a company with great economic promise.