

## Artículos de prensa

### Viva Revista Diaria

La semana pasada se inauguró el restaurante El Fogoncito, cuya especialidad es la cocina mexicana. En la noche de apertura hubo decenas de invitados, tantos, que el local, situado diagonal a Plaza Mayor en Rohrmoser, no dio abasto. Y entre los que estaban bien sentados comiéndose sus gallitos de carne al pastor y sus taquitos con chile picante hubo varios políticos, no sabemos si por casualidad, en su mayoría militantes del Partido Liberación Nacional (PLN).

¿Como quiénes? Luis Alberto Monge, expresidente de la República; Oscar Arias Sánchez, expresidente y premio Nóbel de la Paz; Rolando Araya y su hermano Johnny, ejecutivo municipal de San José. ¡Ah!, y el canciller Fernando Naranjo, acompañado por toda su familia.

### El Mercado Agropecuario

San José, Costa Rica, la cadena mexicana de tacos El Fogoncito, ampliará sus sucursales en este y otros países de Centroamérica, luego de haber inaugurado hace un mes su primera franquicia en suelo costarricense. El gerente de la filial, Carlos Mendoza, señaló que el negocio ha sido todo un éxito, recibiendo en promedio 700 clientes diarios.

### Mundo Ejecutivo

En Sudamérica encontramos tres países que ofrecen enormes ventajas a las franquicias mexicanas. Los tres tienen economías que han reportado interesantes crecimientos en los últimos años y mercados no muy competidos en ciertas áreas, lo que reporta interesantes oportunidades para algunas franquicias mexicanas; me refiero a Colombia, Chile y Perú. Diversiones Moy, que revolucionó el concepto de los salones de video-juegos, para convertirlos en centros de reunión y entretenimiento familiar, ha otorgado también franquicias en Brasil, España y la India. Además de los mercados centro y sudamericanos, España resulta muy interesante para las franquicias mexicanas, especialmente las del área de alimentos. En mayo de 1996, participó representando a la Asociación Mexicana de Franquicias, en la Feria de Franquicias de Madrid. En aquella ocasión, en el stand de la asociación, se exhibían folletos promocionales de tres franquicias mexicanas: Sushi Itto, Diversiones Moy y Mi Viejo Pueblito; antes de que se cumpla un año de aquella participación, Sushi Itto y Diversiones Moy lograron concretar el inicio de sus operaciones en España, operaciones que seguramente trascenderán los Pirineos y pronto atacarán los demás mercados europeos. Para cuando este artículo sea publicado, seis empresas mexicanas habrán concluido su participación en la Feria de Madrid: Angus, Ópticas Devlyn, Ferrioni, Los Bisquets Obregón, El Fogoncito, La Fábula Pizza.



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La participación de empresas mexicanas se hará a través de un pabellón en donde los inversionistas europeos entrarán en contacto con conceptos que pueden ser exitosos en España y en algunos otros países del Viejo Continente. La Feria de Madrid, en tres días de trabajo, será visitada por más de 10 mil interesados en conceptos novedosos que operan bajo el formato de franquicia. La tercera ola se ha iniciado.

Las franquicias mexicanas van ya a la conquista de otros mercados. España, Centro y Sudamérica son territorios en donde muy pronto será común encontrar franquicias mexicanas. En cuanto a Estados Unidos y Europa, se trata de mercados que deberán atenderse con sumo cuidado, pues no ofrecen la ventaja de la afinidad idiomática y cultural de los países mencionados.

### **The Arizona Republic**

MEXICO CITY -- Marinated pork meat is always roasting temptingly on a spit at El Fogoncito, a chain of trendy taco shops in Mexico City.

"Tacos al Pastor," made from the roasted pork, are the specialty at these fast-food outlets, where customers typically order seconds and thirds while waiters tap the orders into laptop computers that track the bill and the store's sales.

Owner Carlos Roberts started the chain four years ago and lost no time in marrying tacos to technology. From his downtown office, Roberts can log onto a computer network connecting his 17 restaurants and audit any store's activity down to monitoring orders as they are placed.

He does it all with Arizona-bred technology.

Roberts uses computer networking software by Artisoft, a Tucson-based company that sold \$2 million worth of computer products in Mexico in 1995.

"Mexico accounts for 30 to 33 percent of our Latin American sales and it is a very, very important operation for us," says Abelino "Al" Ochoa, Artisoft's Latin America director.

Founded in 1987, Artisoft has mushroomed into a \$61 million-a-year company with 371 employees and offices in nine countries, including Mexico.

"Our company manufactures software to connect computers together to form a network that can share resources, such as printers, modems and phone lines," Ochoa explains.

The star product in the Artisoft line is a networking program called LANtastic that was developed for the needs and budget of small- to mid-size businesses.

It is LANtastic that has helped Artisoft become a leader in Mexico for networking software.

Carlos Camargo, director of Abscisa Sistemas, a Mexico City computer-equipment retailer, helped introduce LANtastic to Mexico in 1991, a year before Artisoft opened its Mexico City office.



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"We sought out Artisoft, which had not thought about entry to Mexico, and asked to sell their product," Camargo said.

At that time, Mexican computer aficionados bent on using LANtastic had to buy it in the United States. Roberts did this only to find that the English-language version would crash every time a Spanish-alphabet character was entered.

Because Artisoft was not in Mexico, there were no customer-service or computer technicians available to help customers such as Roberts with trouble-shooting.

All of that changed with Artisoft's entry into Mexico in 1992. Today, there are Spanish versions of LANtastic with Spanish-language user manuals. Artisoft also has an office in Mexico City that provides sales, marketing and technical support in addition to a web of distributors and retailers with trained technicians.

Camargo says he now has more than 260 customers using LANtastic as well as other Artisoft products. "The majority are companies with 50 or fewer employees," he said. "We have schools, factories, car dealers and restaurants."

Some Artisoft customers in Mexico break the mold. The national Fishing Ministry and the Finance Ministry in the state of Oaxaca also are LANtastic users.

Throughout Mexico, an average of 12,000 computers annually or 1,000 per month are being outfitted with LANtastic, Ochoa said. "The Mexican market is not saturated with computers. It's a growing market and a market for the future," Ochoa said.

Hopes for the future kept Artisoft from pulling out of Mexico last year when, after two years of climbing, sales plunged. The drop-off followed the devaluation of the peso and a drop in software prices.

"We had a lot of inventory, and the customers couldn't pay for it," he said. To avoid closing shop, Artisoft took drastic steps to cut the company's losses. The Mexico City office staff was pared to six from 12, and Artisoft wrote off half of every customer's debt in exchange for 50 percent payment.

"We were able to stop the bleeding immediately and balance the inventory that we had in Mexico," Ochoa said. In April, the Mexican recovery started for Artisoft.

"Now we're growing again," Ochoa said.

Artisoft's Mexico City office now offers support for sales in the rest of Latin America, including Brazil, Argentina, Chile, Peru, Colombia, Venezuela, Paraguay, Uruguay and Ecuador.

In 1995, Latin American sales accounted for almost \$6 million of Artisoft's total receipts, Ochoa said.

The company foresees a 25 percent increase this year in Mexican sales, with more growth to follow the introduction this month of computer telephony programs.

The new software will function much like online telephone banking, giving small businesses the ability to let their customers call into the company's computer and place orders, leave messages or check their accounts.

"There is a big future for us in the Mexican market," Ochoa said.



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**Costa Rica**

Type of Food: Mexican

Location: Rohrmoser, across the street from Plaza Mayor

Telephone: 232-0393

Specialities: "Tacos" al carbon!! Tortillas prepared with all kinds of tasty grilled meats...served with onion, sweet pepper, refried beans, salsa mexicana and cheese toppings, but no US style tacos! Tasty guacamole and Aztec Soup. The Platos Fuertes (main courses) come with Mexican rice and a salad. The Platillo del Día is a good buy at about \$4 US!

Why we like the place: Everything is fresh, all meats are grilled and nicely seasoned. The waiters are "snappy" and offer good service. Meals have a nice presentation and the place is attractive, although on the noisy side! It's a good place to go for a Mexican style meal or for drinks and a snack.

Decor: Tastefully decorated with a gas grill and open kitchen at the entrance. Dining area is enhanced by

handsome furniture and a charming courtyard with a fountain. Upstairs cocktail lounge.

Alcohol: Full bar with Mexican beers, wines and champagnes. Margaritas come prepared in a variety of styles and flavors.

Languages Spoken: Primarily Spanish, but a few staff members speak some English.

Credit Cards: All accepted

Cost: Inexpensive

Meals will run from about \$4 to \$8US without alcohol.



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