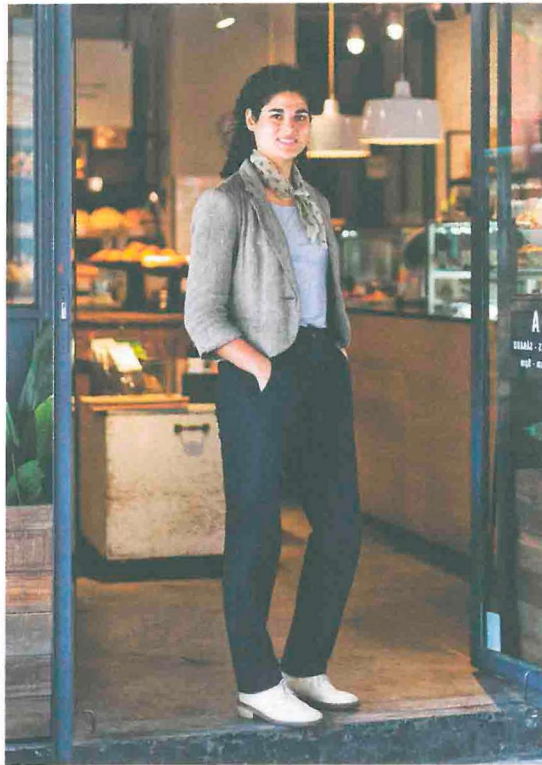


B

JUST THE JOB —Global

Preface

An inspiring business can grow from the simple thought of wanting to do something well. Whether that's starting a pleasant neighbourhood store in Mexico, reinvigorating one of Australia's heritage brands, taking on the family porcelain business in France or thinking up a new way to deliver Germany's books, learn a few tricks from 10 entrepreneurs doing it differently.



is innovative because of its sourcing. Miguel travels around rural Mexico looking for products and meeting farmers. It is far from the norm in a country where large chains such as Soriana and Comercial Mexicana (along with Walmart de México) dominate the retail sector in most cities. "We want to be accessible," says Miguel who studied retail management. "We don't want exaggerated prices. Supermarkets are cold and impersonal. You don't know where the products are coming from."

Though Miguel is keen to avoid being branded as a luxury retailer, Abarrotes has also set out to tap into the changing shopping habits of Mexico's upper-income bracket, which is beginning to enjoy the merits of goods stamped with the *Hecho en Mexico* ("Made in Mexico") logo. "We are focusing on products from Mexico, as local as possible," says Miguel, pointing out ranges of olive oil, vinegar, wine and mezcals.

Miguel has plans to develop the business but not to supermarket size. "We could expand to another neighbourhood but it has to be an area where people can walk or ride bikes," she says. "We always want to be local." — NPP

Why it works: Though the Abarrotes store is small, its commitment to affordability is key.

OI *Micaela Miguel* Abarrotes, Mexico

Above the deli counter at Micaela Miguel's shop Abarrotes in Mexico City's Roma neighbourhood there is a large painted sign in black letters on white tiles: *Products from small, mostly national producers.*

"I grew up in the neighbourhood so I thought there was a need for a place like this," says the 27-year-old. "We needed a place that just had the basics – high-quality olive oil, bread and cheese."

It is standard fare, perhaps, yet Abarrotes – which simply means "groceries" in Spanish –



'We are focusing on products from Mexico'

