A revolutionary route to market
Disensa Retail Network
Ecuador

Oliver Osswald, Central & South America
What is disensa? Much more than cement

Tailor made solutions in homebuilding

Simple and agile
- Simple Purchasing: at the store, by phone, email or on the website. Simple Payment and delivery right at your door
- Complete range of products and solutions: wide range of construction materials, tools and services in one place, microcredit and financing plans, technical support

Build it yourself
- Complete kits for different phases of home building: foundations, walls, installations and finishing
- Solutions to facilitate construction: financing plan, guarantee of product quality and quantity, paper and video tutorials, standard building designs, housing projects with partners (City of Guayaquil)
The history of disensa

1973
Independent construction materials depot and hardware stores.

1978
Disensa as independent distributor of Roca fuerte with own commercial brand
350 outlets
5 Suppliers

1978
Disensa as independent distributor of Rocafuerte with own commercial brand

2005
Disensa outlets upgraded to franchising network with store front image standardized, in co-branding with own commercial brand
First franchisee online purchase
480 franchisees
15 Suppliers

2005
Disensa introduces microcredit for customers and training program in customer service for franchisees’ sale force; Disensa ERP system (SAFDI) is now used by 85% of franchisees

2015
Disensa offers construction materials in 20 building subcategories, launches ecommerce B2C in October and increases access to Credisensa with bank partnership for credit up to 40 mUSD
540 franchisees
26 Suppliers
8200 Credisensa cardholders

2016
Disensa introduces microcredit for customers and training program in customer service for franchisees’ sale force; Disensa ERP system (SAFDI) is now used by 85% of franchisees
500 franchisees
20 Suppliers

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Today disensa in Ecuador is...

A 1,250 sales people network that serves 500,000 customers in 156 cities of 23 provinces through 540 stores

and also the leading online sales platform for homebuilding www.disensa.com

Happening now at LafargeHolcim
Similar initiatives are ongoing in LATAM, MEA and APAC with more than 3000 new outlets launched in 7 countries
Disensa benefiting all stakeholders

Franchisees
- Consistent marketing & branding
- Access to logistics
- IT support and web platform
- Cost1 and quality
- H&S support/ multirisk insurance

Customers
- Shops in proximity
- Easy-to-order interface
- High quality products and services
- Access to financing, e.g., Credisensa
- Construction workers’ professionalization program

Suppliers
- Access to wide network of retailers and of brands
- E-marketing and promotion management
- Virtual warehouse, guaranteed account receivables
- Trainings

1) LH Ecuador is the #2 steel power buyer in the country
The future of disensa

The vision: To be the preferred place for construction materials in homebuilding needs

The brand: LafargeHolcim will expand its retail network in LATAM under the same name, México, Brazil and Colombia are the next to offer.