

Frisco.pl growth exceeds growth of the market

24.08.2017

In 2016 Frisco.pl recorded 50% increase in sales. Thereby it outpaced expansion of the Polish market of online groceries. According to Euromonitor International market will continue to grow steadily by 15-20%. Frisco.pl is a part of MCI.TechVentures fund since 2012.

Frisco.pl, created in 2006, is the leader of the Polish e-commerce in food products (e-grocery) and the largest company in this segment operating in online distribution only. The company is distinguished in the e-grocery segment by having the most modern completion center in Central Eastern Europe and the most advanced order processing system. Unlike competitive systems, the order completion process is highly scalable allowing it to handle a very large increase in the number of orders. Frisco is also the leader in customer service quality in its segment with features unattainable for competitors.

Last year (2016) company increased sales by 50%, among other things, thanks to the take over of part of clients from Alma24, competitor that closed down its website last year. This year Frisco.pl aims at 40% rise. Among other objectives, scheme for 2017 include sales level of 100 mln zł and over 10% share in total e-grocery Polish market.

President of Frisco.pl, Katarzyna Kazior, comments, "Frisco.pl strategy still focuses on Warsaw market penetration, as long as we do not double the sales in Warsaw. After this we can focus on expansion to the rest of the Polish market. We estimate that in the next few years around 10% of Warsaw households will be regularly making online groceries."

Frisco.pl financing is supported by MCI Capital and Eurocash. Although company operates in difficult and pricey segment of delivering fresh products, thanks to its business model and process of complementation, increase in sales results in significant rise of profitability index.

Company is still waiting for three major expansions steps that will be supported by both

investors, MCI Capital and Eurocash. Initial one will be an expansion of its warehouses, afterwards the company will be dedicated to overcoming 150mln zł in sales and expansion to other Polish cities. Third one will be a debut of Amazon on Polish e-grocery market. Entry of Amazon causes surge in increase of turnover also for competition, as Berlin or Madrid examples shown.

source: <http://handelextra.pl/artykuly/195988,frisco-pl-ma-coraz-wiecej-klientow>