

The creator of 'Ben & Frank'

When Mariana Castillo was studying for her master's degree in Chicago, she found herself in need of buying glasses at an optician's, however, her experience left much to be desired. So, she chose to order it online from her in the United States, which left her fascinated, realizing that the price was much cheaper and there was a greater variety of models.

"I asked myself: why wasn't there this in Mexico? (Buy glasses online) and I told Eduardo and Benny that we were studying the master's degree together, and we began to explore the market in the country."

Then they learned that in Mexico there is nothing similar to an online lens store, due to the barriers that exist for electronic commerce and the social customs of going to opticians and not to ophthalmologists.

The problem was solved by creating partnerships with 40 ophthalmologists, who perform eye exams in more than 60 locations.

This is how *Ben & Frank* was born, the first online eyewear store in Mexico. The name came from Benjamin Franklyn, because he was the one who invented bifocals.

"Choosing the name for your company is a horrible thing. You never think it's going to be the right one, but Franklyn is a personality we liked and we said, 'why not?'"

Mariana Castillo put the first Ben & Frank glasses on sale and, magnificently, a year later 7,000 units were sold. The dynamic is simple, the client places a personalized order, informs all the specifications that he requires.

At first, *Ben & Frank* only had 16 models, today it has 32, and soon there will be 8 more.

"We want to create 35 to 40 models, which we feel is a good range for our business."

Recently, three branches of this wonderful Mexican brand were opened in Polanco, San Ángel and in Colonia Roma. However, the next challenge for Mariana is "to have at least one physical sales point in each major city, such as Monterrey or Guadalajara."

Answer the next exercises according with the text.

1.- How begun her business?

- a) She need buy glasses b) She broke her glasses c) She want other glasses

2.- How many associations have her company?

- a) 16 associations b) 40 associations c) 32 associations

3.- What is the reason of the name?

- a) For other glasses shop b) Cause is the name or her friends
- c) For the invention of Benjamin Franklyn

4.- How many units did they sell the first year?

- a) 6,500 units b) 7,200 units c) 7,000 units

5.- How many models did you start with?

- a) Begun with 32 models b) Begun with 16 models c) Begun with 8 models

6.- How many models pretend to create?

- a) Pretend create 35 to 40 models b) Pretend create 36 to 40 models
- c) Pretend create 25 to 32 models