



## Interview with Marc Valinéjad

**“Provence Promotion is genuinely speeding up financing and setting up processes”.**

The Distrimag warehousing and logistics company was created in 2000 and works for all Maison du Monde stores in Europe from three dedicated sites, in Vitrolles, Arles and Saint-Martin-de-Crau. Although the Saint-Martin-de-Crau site is now the largest site in France due to its size, Distrimag's ambitions do not stop there and a large number of extension projects are planned. Marc Valinéjad, Distrimag's General Manager, tells us about it.

### **> What does Distrimag represent for the Maison du Monde Group?**

Marc Valinéjad: Distrimag is Maison du Monde's logistics subsidiary. This group now includes 165 stores throughout Europe, particularly in Spain, Italy, France and Belgium. Distrimag deals with all logistic responsibilities and distribution for these various sales outlets, quite apart from orders from Internet. With this in view, the logistics group has concentrated its activity on these three sites in the PACA region. Saint-Martin-de-Crau deals with the Maison du Monde's furniture activity, while the other two sites are responsible for interior decoration products.

### **> Why was this location chosen?**

Marc Valinéjad: Due to its proximity to the Port. A large majority of our products from China are delivered in containers - 99% of our goods arrive by ship.

These goods are then forwarded to distribution sites with a practically just-in-time organization. Departure is triggered by the store salesman registering the order from the customer and fixing the time and date of the delivery. This method of working is fairly unique in France, and in the future should be reused for Internet sales.

### **> More particularly, what is happening on the Saint-Martin-de-Crau site?**

Marc Valinéjad: This site was opened in August 2004 and there are now 130 persons working on it out of a total of 250 for the three sites. It is now the largest (30 000 m<sup>2</sup>) and the most active in France, well ahead of Vitrolles (22 000 m<sup>2</sup>).

### **> A first place that does not satisfy the site's ambitions?**

Marc Valinéjad: Absolutely. Our warehouse needs are estimated at another 20 000 m<sup>2</sup> per year. They are changing in line with the growth in our sales (average 40% per year - 70% in 2007, which will mean that we will have to open about twenty stores across Europe).

The site will become even more firmly implanted in the area with the construction of new buildings over the next few years. The planned extension for the end of this year is 24 000 m<sup>2</sup>. This figure should reach 75 000 m<sup>2</sup> in 2012, and should exceed 200 000 m<sup>2</sup> in 2012.

In terms of direct jobs, this progress should result in more than 600 jobs by 2012 -without considering all indirectly generated jobs.

### **> What are your future needs to continue this growth?**

Marc Valinéjad: The site was somewhat like a village when we arrived, but since then, the global operation of the complex has become genuinely industrialized. Efforts made by the logistics business have undoubtedly played a major role, as have efforts made by Provence Promotion that has genuinely accelerated the financing and setting up processes.

There are still a number of lines for progress to be made, such as further training for forklift truck drivers or order preparation staff; skills that are still in short supply in the region!

For further information

<http://www.maisonsdumonde.com/>  
Maison du Monde Internet site