

PPR's Fnac Aims Beyond France

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Fnac wants to generate half its sales outside of France by 2015, says CEO Christophe Cuvillier.



The French retailer is set to expand outside of its home territories-- in North Africa and South America. Its first Morocco outlet will open in 2011, together with more shops in Brazil.

Fnac gets two-thirds of all revenue in France.

By end 2010 Fnac will open its 20th Spanish shop and its 10th in Brazil. This year already saw Fnac store openings in Brussels, Florence and Leiria.

Fnac international sales are up by 8% in Q3, while French sales gain 1%. Sales in Brazil grow by 19%, and may overtake Spain as the retailer's biggest international market.

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