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SMALL BUSINESS PERSONS OF THE YEAR

Dinastia opens new computer superstore

BY GWENDOLYNE LOERA
Times staff writer

Dinastia International Corporation has grown tremendously since the doors opened in 1990. Along with that growth comes change, Dinastia will be opening the doors to their new and modern Dinastia Computer Superstore on Tuesday.

The new building is located at 402 W. Calton Rd.

Patrick Wong, president of the companies opened his first Dinastia, along with Alfredo Flores, vice-president, in 1990.

Wong noted Dinastia's mission is to "supply the Mexican and Latin American market with quality computer peripherals priced competitively to provide the best value in our target markets."

Dinastia International Corporation is actually a group of three companies under the same ownership and one centralized corporate management.

The other two companies are Mexmal and CNET Mexico.

Mexmal distributes computer parts and peripherals in the Republic of Mexico, Flores said.

Mexmal can provide faster service and merchandise turn-around time to customers of Dinastia that are in Mexico City, Monterrey, Guadalajara, Torreon and Chihuahua.

While CNet is a network products manufacturer, owned by UMC Corporation one of the largest computer chip manufacturers in Taiwan.

Almost all purchasing and financing for the three companies is done by Dinastia in Laredo.

Merchandise is consolidated in the 50,000 square foot warehouse before shipping to Monterrey where it is redistributed to other Mexico locations.

When Dinastia began business in 1990 total sales reached \$1.0 million, sales for 1996 have reached \$81 million.

"Extensive market research and aggressive sourcing have kept us very competitive in the market," Wong said. "With inventory levels of more than 3 million dollars, we are con-

stantly able to meet all our customer's needs."

Wong and Flores credit their success to their employees and the vision which is shared with employees.

"It's a lot of hard work and timing," Wong said.

"We have a clear vision of where we want to be and we're very focused on how we are going to get there," Flores said.

They noted their biggest asset as their employees.

"The company wouldn't succeed if our employees didn't share the same vision," Flores said.

Dinastia's conference room is equipped with digital communication. Flores and Wong will routinely have video conferences among companies.

Along with the computer sold at Dinastia the partners decided to open a Golf Shop inside the remodeled building.

The shop is stocked with a large number of golf bags, golf clubs, shoes and golf paraphernalia.

A practice putting green and practice driving range is also in

the store for customers to try out merchandise.

As an added bonus Computer classes, for adults as well as children, will be offered at Dinastia.

The children's classes will consist of instruction in keyboarding, basic computer skills, and academic enrichment.

"Introducing children to computers will develop skills that will benefit them throughout their lives," Flores said.

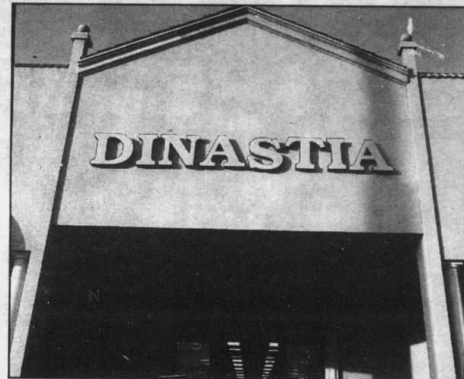
Wong noted, the adult courses will be constructed in short course format.

Classes will be offered in the mornings and evenings.

"Additionally, we want to assist businesses with their training needs," Wong said.

Classes will consist of Microsoft Word, Microsoft Excel, WordPerfect, Lotus 1-2-3, Windows 95, Quicken, and Quickbooks.

A grand opening party will be held at Dinastia on Tuesday night. 1,000 people are expected to attend the invitation only affair.



Dinastia's new computer superstore in Laredo is located at 402 W. Calton.

“We have a clear vision of where we want to be and we're very focused on how we are going to get there.”
said Alfredo Flores, vice-president of Dinastia.

Congratulations

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Best Wishes

to

Patrick Wong & Alfredo Flores

Thank You

For the many years of support & assistance you have provided to

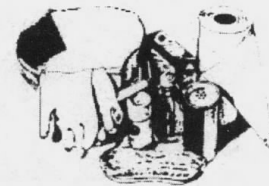
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