



Trinidad, May 18th 2016

To whom it may concern:

LIFESTYLE MOTORS, as part of the BARADA Group, is the appointed dealer in Trinidad and Tobago for the brands SUZUKI, CHEVROLET, JEEP and PORSCHE. Operating since 2004 we now have two facilities in Port of Spain and San Fernando, both with State of The Art Showrooms and Service Centers, incorporating full Service and Parts Warehousing.

In today's highly sophisticated and competitive markets, we acknowledge the importance of providing a stellar Sales and Service customer experience. Because of this, between October 2015 and May 2016 we implemented a project called: "**Project Unify**". This initiative was carried out in collaboration with **London Consulting Group**, which included the redesign of processes within the Sales, Service and Parts areas in the company.

Some of the achievements obtained during the project:

- **18%** increase in revenue due to service traffic and billed hours improvement
- **47%** increase in revenue due to backcounter parts upselling in the workshop
- **19%** increase in sales due to a methodic sales play book implementation.
- **56%** reduction in aged stock inventory value of cars
- **14%** reduction of parts value in risk of obsolescence

Additionally, tools that improve the processes' efficiency were developed, such as:

- Sales Funnel Analysis by brand and Sales Advisor
- Sales Dashboard with Key Performance Indicators
- Service Programming tool to reduce waiting time and increase workshop productivity
- Service Predictive tool to increase workshop traffic and bring back lost customers
- Service One Page Report with the performance summary of the day
- Demand Analysis Tool and Inventory Policies to reduce parts lost sales and obsoletes
- Governance model and root cause analysis for the definition of action plans.

The economic benefits achieved during the **Project Unify** showed a return on investment at the end of the project of **1.2 to 1** and a projected **3.6 ROI** annualized after project conclusion. Based on the above, LIFESTYLE MOTORS has the pleasure of recommending London Consulting Group as a professional and committed company with a highly effective methodology to develop this type of projects.

Sincerely,

A handwritten signature in black ink that reads "Bernard Hadeed".

Bernard Hadeed
Managing Director



674-1000
674-8240
January 22, 2016

Office
TeleFax
Date:

To Whom It May Concern

Lifestyle Motors Limited, a leading company in the automotive industry on Trinidad and Tobago, recognizes **London Consulting Group's Human Development** area for their excellent collaboration as responsible party for the **Change Management and Management Skills Programs** of the participating personnel in our Process Improvement Project (Project Unify). Thereby, we express our broad recommendation, as they were able to strengthen the skills of our staff in terms of **Methodology, Mindset and Attitude** throughout the program.

Some of the most relevant activities carried out were:

- **Project's Communication and Change Management Program:** With this initiative we were able to constantly keep the company's personnel informed and involved while promoting the appropriate values and behaviors for the project's development.
- **Strategic Coaching for Managerial Staff and Key Positions:** During these one-on-one meetings, all 13 participants received support and guidance so that the knowledge acquired during the seminar's sessions could be applied effectively in their work areas.
- **Management Skills Seminar:** This seminar consisted of 8 highly dynamic and interactive workshops that were designed specifically to address the development needs shown by the 32 employees involved through the **Management Values Survey**. The seminar provided us with techniques and tools necessary to efficiently, strategically and methodically lead our different work teams.

Finally we would like to highlight the importance of the cultural change for our organization, since without doubt a better disposition to change and the new acquired skills are key elements for our staff's development. Therefore, we reiterate our recommendation for **London Consulting Group's Human Development** area, who throughout this program, contributed in a positive and effective way to the development of our staff.

Sincerely,

Bernard Hadeed

Bernard Hadeed
Managing Director

LifeStyle Motors Limited
Cor. Bhagoutie Trace &
Churchill Roosevelt Highway
San Juan, Trinidad, West Indies

Tel: (868) 674-1000

Fax: (868) 674-8240

www.lsmtn.com

Email: sales@lsmtn.com



PORSCHE



CHEVROLET

Jeep



WESTERN STAR



Trinidad, July 28th 2017

To whom it may concern:

LIFESTYLE MOTORS hereby certifies that the definitive results 12 months after completion of the “**Project Unify**”, initiative that was carried out in collaboration with **London Consulting Group**, within the Sales, Service and Parts areas in the company, is calculated in a **6.3 ROI**.

Sincerely,

Avinash Rampersaad
Group CFO & COO