

MULTI CENTER

Santa Cruz de la Sierra, Bolivia November 2019

Multi Center is a Department Store company with over 28 years in the Bolivian market. Multi Center has 5 stores in the city of Santa Cruz which amass to over 13,000 m2 of salesroom space, along with, a corporate sales channel, an e-commerce channel and an Industrial channel. Multi Center has a portfolio of over 70 thousand distinct products which are divided into 28 departments or sectors within the stores and over 500 product families, and they offer quality customer service and a good level of service to its suppliers.

Between May and November 2019, in conjunction with London Consulting Group, we developed a project in order to increase sales and profitability, promote a culture based on accountability, and becoming more result-orientated. This project was carried out by optimizing and implementing new processes within **Multi Center Industrial / Baumann and Corporate Sales**, as well as, generating an analysis model for our **Pricing** model.

Due to the improvement that were implemented into the work systems and the management model we have achieved, among others, the following results:

Multi Center Industrial / Baumann:

- **7%** increase in Sales
- **8%** increase in the Average Receipt expenditure
- **150%** increase in daily visits carried out per Sales Representative
- **150** commercial coaching evaluations were undertaken with **12** Sales Representatives, distributed over 3 regions (Santa Cruz, La Paz, and Cochabamba).
- **130** hours of training was provided to the Sales Representatives through the Negotiation and Objection Management Clinic.

Corporate Sales:

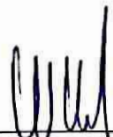
- **25%** increase in Sales
- **7%** increase in the amount of clients we sold to
- Increase in the amount of monthly visits per sales executive, from **8** to **70** visits
- **25** commercial coaching evaluation were undertaken with **2** sales executives
- **40** hours of training was provided to the sales executives through the Negotiation and Objection Management Clinic.

Pricing Model:

- Defining the pricing strategies for **16%** of the total product portfolio
- **30%** margin improvement for over 500 sku's with specific pricing strategies
- **60%** reduction in the time taken to print out the pricing banners

During the project we were able to make important improvements to the company's work practices and organizational culture by implementing an analysis system which is based on management indicators. By the end of the project, in November 2019, the return on investment generated by the project was **0.5 : 1**, and based on the improvement made to the company, we forecast an annualized return on investment of **2.6 : 1**.


We highly recommend London Consulting Group as a professional consulting firm which has an excellent work methodology and a focus on attaining results.


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CEO
MULTI CENTER

BAUMANN
REPER SANTACRUZ



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