

To whom it may concern,

The purpose of this letter is to express our gratitude and satisfaction with the work performed during the Project, specifically in the Commercial and Order Flow areas within the Regional Management in Santa Cruz carried out during the first semester of 2011 and with which we obtained the following quantitative and qualitative results:

#### **Commercial**

- The training of 52 employees from the commercial area at a national level (Santa Cruz, La Paz and Cochabamba) among sales representatives, supervisors and commercial skills tools managers.
- Design and implementation of a track system for consumer and direct sales which meant a 64% increase in contact with clients "A" and "B" and a 300% increase with clients "C".
- Design and implementation of the Suggested Order tool in the "Track Sheet" report, which at the least offers the history of purchases (mix) made by the client.
- Design and implementation of a Cross-selling tool to strengthen consumer sales with which we obtained a better approach to commercial management towards the products of higher demand from clients with a higher purchase potential.
- An increase in the Sales Supervisor's active supervision time from 0% to 50% on average.

#### **Warehouse and Order Flow**

- Readjustment in warehouse stock levels removing 46% of the stored codes due to low turnover.
- Design and implementation of a dispatch control tool. An increase in Active Supervision from 3% to 59%.
- A decrease in order preparation time from 60 minutes to 30 minutes on average.
- A decrease in local order delivery time from 72 hours to 45 hours on average.
- A reduction of the number of pending orders from 15 on average to 0 due to dispatch reasons.

In addition to these benefits, we have achieved improvements in work practices, changes in the organizational culture to a results-oriented approach, using efficient analysis based on management indicators. The redesign of the main operative processes was promoted through London's participation and involvement which was very valuable to all personnel involved ensuring that the proposed suggestions and changes were implemented in an appropriate manner.

To this date we have achieved an economic return as of the end of June of 1.2:1, and we are projecting a return of 3.1:1 within a year.

Based on the aforementioned we highly recommend London Consulting Group as a highly professional consulting firm with an excellent work methodology and a clear focus towards results, and who is able to accomplish the objectives set in these types of projects.



**Patricia Reznicek**  
General Manager – Pinturas Monopol

