

Cuenca, 07 de May de 2015

Corporación AZENDE is one of the leading companies in the manufacturing and distribution of alcoholic and non-alcoholic beverages in Ecuador, as well as a distributor for brands such as Nestea, Red Bull, Sunny and Nutri, among others. The company is one of the 200 most important companies in the country.

From September 2014 to May 2015 we developed a project called "*I am the solution*" along with **London Consulting Group** with the objective of optimizing the processes in the Production, Commercial, Purchasing and Supply areas and making them more efficient. Together we implemented a methodology based on formal systems and work procedures, in addition to the management through indicators with the objective of strengthening preventive actions and the work culture by objectives.

At the end of the project called "*I am the solution*" we can confirm that all the qualitative and quantitative objectives that were set at the start of the project have been met thanks to the the effort shown from all **Corporación AZENDE's** collaborators, along with the help of **London Consulting Group** with whom we carried out shoulder-to-shoulder implementation for the last 28 weeks.

Likewise, a Management Skills program was provided where leaders from supervision and management levels participated in workshops, microprojects and coaching with the objective of guiding them through change and the development of competencies such as leadership, communication, teamwork, and work systems approach.

Some of the main operative results at the conclusion of the project were:

- An 8% reduction in cost per unit and a 39% reduction of waste inside the company's production plants.
- A 12% reduction in lost sales due to being out of stock.
- A 9% reduction in expenses from raw material purchases - consumables and materials due to the implementation of the Unit Price Control and the Negotiation Model.
- A 6.4% increase in the sale of boxes through the pre-sale channel.
- A 7% increase in product portfolio penetration.

These improvements, in financial terms, are equal to a projected return on investment (ROI) after one year of **4.7 to 1** .

Due to the aforementioned, we highly recommend **London Consulting Group** as a professional and reliable company committed to achieving the goals set within the established timeframe, and to creating an excellent working relationship with the personnel of the company they are working with.

Sincerely,



ING. JUAN DIEGO CASTANIER

EXECUTIVE DIRECTOR
CORPORACIÓN AZENDE