

Bexel Internacional is a company that manufactures construction materials and has 4 plants and 12 distribution centers in Mexico. In order to continue with the company's rapid growth, we developed along with **London Consulting Group** the project called **BEXVISIÓN** which was focused on the reengineering of the company's key processes. Some of the main achievements and results obtained during the project were:

43% increase in earnings before financial expenses and taxes

COMMERCIAL MODEL

- The following models were designed and implemented: Segmentation, Sales Budget, Commercial Structure, Master Plan and Portfolio Allocation, Compensation, Pricing, Visit Planning, Prospection, Sales Force Training and Active Supervision, Indicators and Feedback.
 - **A 13% increase in overall sales due to cross-selling, prospection and pricing.**
 - **A 21% increase in sales to new customers**
 - **342% increase in cross-selling indicator**

OPERATIONS MODEL

- The following models were designed and implemented: Master Plan, Production Program, Floor Execution, Preventive Maintenance, Active Supervision, Indicators and Feedback.
 - **Improvement in the percentage of production cost over sales by 7%**
 - **Reduction in generation of overtime by 95% at all plants**
 - **Improvement in the percentage of productivity at the plants (Time-Speed) by 36%**
 - **Reduction in opportunity to overfill sacks by 90%**

LOGISTICS MODEL

- The following models were designed and implemented: Management and Analysis of Logistics Cost, Freight and Route Allocation, Review of Rates with Suppliers, Active Supervision, Indicators and Feedback.
 - **Improvement in the percentage of logistics cost over sales by 7%**
 - **Improvement in the indicator of level of service to customers (On Time - In Full) by 30%**

MATERIALS MODEL

- The following models were designed and implemented: Analysis and Management of Raw Material Cost, Inventory Coverage Allocation, Negotiation with Suppliers and Active Supervision, Indicators and Feedback.
 - **Reduction in RM inventory coverage by 12%**
 - **Improvement in the percentage of cost of materials over sales by 1%, even considering a 18% increase in exchange rate (peso-dollar) which affected the cost of imported raw materials.**

BACK OFFICE AND HUMAN RESOURCES MODEL

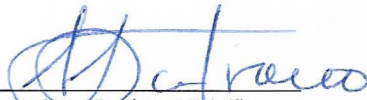
- The following models were designed and implemented: Costs and Expenses Budget, Credit, Collections, Accounts Payable, Financial Statements and Job Profiles, Recruitment and Selection, Training and Development, Evaluation and Compensation, Active Supervision, Indicators and Feedback.
 - **Improvement in the percentage of sales expenses over sales by 10%**

The project's economic benefits achieved at the end of the project (ROI) were 1.7 to 1 and we project a ROI of 3.7 to 1 after one year.

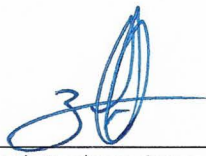
It is worth mentioning that London Consulting Group's methodology was one of the key factors in achieving the project's results in which their change management, the shoulder-to-shoulder implementation and the involvement of all levels within the organization stood out in the achievement of the results and the generation of cultural change.

We highly recommend London Consulting Group and their methodology focused on results for these types of projects at any organization.

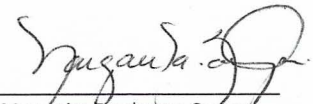
Sincerely,



Jorge Zambrano Treviño
President



Bernardo Zambrano Gamez
General Director Sales and Finance



Margarita Zambrano Gamez
General Director Operations – Backoffice