

**Managua City, Nicaragua July 2016**

Casa Cross was founded in 1946 by Hubert F. Cross and shortly after became one of the most recognized companies in the country commercializing marine and stationary vehicles and engines while also offering post-sale services through a spare parts store and repair shops reason which is why the company has earned its recognition during all these years.

From January to July 2016 we developed an improvement project called "Building the Future" along with the firm London Consulting Group with the objective of primarily optimizing the processes and tools in the Human Resources, Sales and Operations, Purchasing, Warehouse Center and Distribution areas. The dedication of the team members, the methodology applied and transferred in the project's different phases were very useful for our business and for the achievement of the set objectives, as follows:

**Sales:**

- Increase in gross profit generated by sales 9%
- Increase in the compliance to the visits plan 35%
- Reduction of the overdue accounts portfolio 39%
- Increase in the average ticket per sales agent 10%

**Purchasing:**

- Reduction in the amount of time taken in generation and approval of purchase orders 87%
- Gross profit increase by reducing lost sales in consumer products 39%
- Reduction in the number of days of coverage 25%

**Warehouse Center:**

- Reduction in cost of global inventory 18%
- Increase in refill level of service to branches 61%
- Reduction due to inventory adjustments 86%
- Reduction in the amount of time taken in refill picking 21%
- Reduction in the amount of time taken for VIP picking 64%

**Distribution:**

- Reduction in consumption of liters of fuel 16%
- Reduction in payroll cost 4%
- Reduction in travel allowance for distribution 32%

**Human Resources:**

- Reduction in personnel rotation 30%
- Reduction in recruitment response time 46%
- Compliance with personnel training 100%

**Main qualitative improvements:**

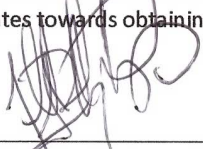
**Sales.** Optimization of the Commercial Model through the following elements: client segmentation, product catalog, redesign and route monitoring, continuous training, active supervision, and focus on profit generation.

**Purchasing, Warehouse and Distribution.** Optimization in demand planning, purchases based on performance, rotation and profit, levels of inventory, 5's, packing list, fleet maintenance scheduling and fuel control.

**Human-Resources.** Design of the current organizational structure, development routes in critical positions, recruitment process and increase in management skills.

The project concluded successfully within the scheduled 28-week period with an executed ROI of 0.82 to 1 to this date and a projected ROI of 2.62 to 1 one year after the project's completion which has surpassed our expectations.

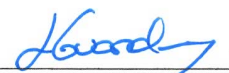
Due to the above mentioned, it is our pleasure to recommend London Consulting Group as a professional and committed company who contributes towards obtaining tangible results in the short term.



**Justo Roberto Guadamuz López**  
Spare Parts Division Manager



**Eduardo Javier Padilla Cross**  
General Manager



**Thelma Laleska Guandique Cross**  
Administrative and Financial Manager