

San Juan, Puerto Rico 18th of December 2019

To whom it may concern:

CC1 is a company that belongs to Coca Cola Puerto Rico Bottlers, leader in manufacturing, bottling and distribution in the Caribbean, with operations in more than 15 countries and a wide portfolio of brands that includes Coca Cola, Fanta, Sprite, Seagram's, Monster Energy Drink, Minute Maid, Fuze Tea, Gold Peak Tea, Powerade, Dasani, Malta India and Medalla beer. The company's mission is to provide excellent customer service and achieve optimal distribution in each of the brands it represents in order to keep innovating and expanding the product portfolio.

During the months of June to December 2019, the London Consulting Group team worked on the redesign and implementation of a new work system within the US Virgin Islands - USVI subsidiary (St. Thomas, St. John and St. Croix). The areas involved were supply chain, warehouse, sales and distribution. The project with the name "One Team, One Direction" was able to establish the methodology and tools that will help us to be the best distributor in the market and the best option as a brand representative.

Some of the quantitative improvements we achieved during the project were:

- 85% reduction in lost sales due to out of stock inventory.
- 5.6% increase in sales, managing to distribute new products to new clients.
- 73% increase in the level of customer service, managing to deliver 96% of orders on time and in full.
- 22% reduction in the sales force through redesigning routes and utilizing a new sales system.
- 56% reduction in costs due to damaged or expired products.
- 74% increase in the warehouse's product selection productivity.

Some of the qualitative improvements we achieved during the project were:

- Implementing an inventory restocking system which evaluates the maximum capacity of the warehouse and defines the ideal level of coverage.
- A new warehouse design was implemented which optimizes the selection process and guarantees a location for every product in the portfolio.
- Designing and implementing a follow up system for overdue accounts.
- Implementing a monitoring system which controls the overtime.
- A management model was implemented which allows us to analyze information and take opportune decisions, as well as, plan and prevent operative and market challenges.

As a result of the initiatives that were undertaken, the project has generated a ROI of 1.3 to 1 with a forecasted annualized return of 6.2 to 1. Due to what has been mentioned, we recommend London Consulting Group as a company with a highly effective methodology which enables them to develop these types of improvement projects.


Carlos E. Diaz Santiago
VP International Operations

San Juan, Puerto Rico 18th of December 2019

To whom it may concern:

CC1 USV1 is a leading distributor in the U.S. Virgin Islands, St. Thomas, St. John, and St. Croix, of products such as **Coca Cola, Fanta, Sprite, Seagram's, Monster Energy Drink, Minute Maid, Fuze Tea, Gold Peak Tea, Powerade, Dasani, Malta India and Medalla beer**. The company's mission is to provide excellent customer service, and to achieve an optimum level of distribution for every one of the brands it represents, with the objective of continuous innovation and widening of the product portfolio.

We would like to recommend **London Consulting Group's Human Development** department for their role as leaders of the **Change Management and Managerial Development** aspects of our Process Improvement Project (Project "One Team, One Direction"). Key participants from the Supply Line, Warehousing, and Sales departments were involved in this program, which took place between **June and December 2019**. The objective of the program was to establish ideal conditions, in terms of **Methodology and Attitude**, within all the personnel that participated in our project.

Some of the initiatives that we carried out were:

▀ **Managerial Skills Seminar:**

7 workshops were developed which significantly improved our personnel's knowledge. This program had an impact on **8 leaders and 13 collaborators, whom were key to the project's success**, by teaching them new work systems which enabled them to adopt new management and execution tools with ease.

▀ **Strategic Coaching and defining action plans:**

In these one-on-one meetings we were able to identify the personnel's doubts and necessities, as well as their strengths and opportunities, and with which we were able to clearly define action plan which will help them improve their work.

▀ **Communication Program and the Project's Change Management:**

With this initiative we were able to maintain the project's key personnel involved, and at the same time, we were able to promote values and behaviors which developed the implemented initiatives.

Without a doubt, this program generated great results for our organization. The increased openness towards change, along with the newly acquired skills, have greatly contributed towards our personnel's development. We highly recommend **London Consulting Group's Human Development** department for the professionalism, commitment, and efficiency in carrying out a project of this nature.



Carlos E. Díaz Santiago
VP USVI CC1