

**cecomsa**<sup>®</sup>

**Cecomsa** is a national leader in technological solutions, computing, and cyber security markets. We have a high share of the Dominican Republic's climate control and kitchen appliances market, using our own brand, KTC, and we are currently entering the home and office furniture markets. We are also the largest supplier of Dell, Apple and Epson products with certified service centers. Cecomsa has 4 stores and a corporate office with 285 qualified personnel members which provide cover at a national level through their vast network of distributors and wholesalers.

Between July 2018 and January 2019, Cecomsa developed, in conjunction with London Consulting Group, the "LAZOS, Unidos hacemos el cambio" (LAZOS, together we can make the changes) improvement project which focused on aligning our processes to our new objectives through the implementation of result-orientated and continuous improvement work systems. The key results generated by the project were:

**Commercial Operations:**

- 4% increase in sales.
- 40% client recovery based on clients which haven't bought anything in the last year.
- 1% increase in sales due to prospecting and acquiring new clients.
- Increase in active selling and visits to clients, from 5 to 125 on average, every month.

**Purchasing and Warehousing:**

- The number of suppliers with whom we've negotiated and signed contracts with increased from 1% to 73%.
- 56% optimization in payment terms.
- 36% improvement in supply lead time, reducing the amount of time taken from purchasing order to delivery from 22 to 14 days.
- 7% reduction in inventory with high cost and low turnover.
- 33% reduction in dispatch invoicing response time.
- 22% increase in the inventory's reliability.

**Support Areas:**

- 24% increase in the efficiency of the payment collection process.
- 14% improvement in delivery times for equipment repaired by the service centers.
- 25% increase in labor invoiced incomings in the guarantees department.

The Project was successfully concluded within the agreed time frame and it generated a return on investment by the end of January of **1.1** to 1, with a forecasted return of **5.3** to 1 in twelve months' time. This result was procured thanks to the professional work carried out by the Cecomsa and London Consulting Group personnel.

The way change was managed, the training process, the dedication displayed by the team members, along with the methodology and the manner in which it was applied throughout the different phases of the project, allowed us to achieve both qualitative and quantitative results. We are happy to recommend London Consulting Group a professional and committed firm which contribute towards positively changing an organization's work culture through the implementation of practical solutions, their leadership, and their commitment towards capitalizing on tangible results in the short time.

Sincerely,

**Fernando Rosario**  
President- CECOMSA

**Ricardo Rodriguez**  
Vicepresident CECOMSA

Carretera Luperón km 1  
T 809 581 5288

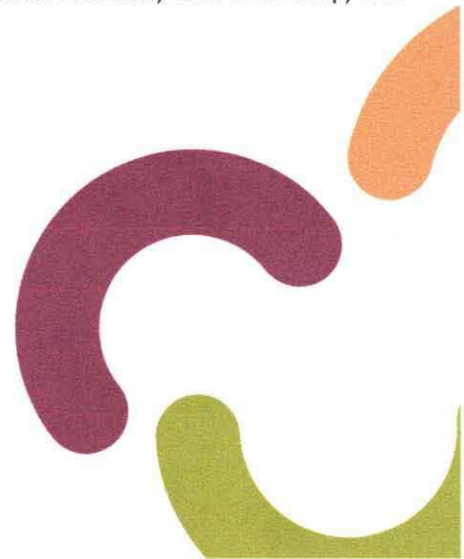
Plaza El Portal, 1er Nivel  
T 809 226 0848

Santiago  
República Dominicana

Rómulo Betancourt 331  
T 809 532 7026

Tiradentes 49  
T 809 535 0888

Santo Domingo  
República Dominicana



Santiago, Dominican Republic 17<sup>th</sup> of September 2018

**To whom it may concern:**

**Cecomsa** began providing solutions for information technologies and computer systems to the national market in 1987. Due to the support and confidence displayed by their clients, Cecomsa, continues to grow and adapt to the market's financial and technological changes. Currently, Cecomsa, in conjunction with its 285 partners, is one of the main technology companies in the country.

In July 2018 we began, in conjunction with London Consulting Group, the "Lazos" improvement project. The objective of the project was to develop initiatives which focused on strategically increasing sales, improving inventory control and management, and rising the efficiency levels of the service provided by the support departments, through the implementation of a methodology to optimize and continuously improve the existing processes.

We would like to acknowledge **London Consulting Group's Human Development department** for their excellent work as leaders of the **Human Development Program** which was directed towards the personnel within the scope of our Continuous Improvement Project "**Lazos**". We would like to highlight some of the activities which were undertaken:

▼ **Communications Program:**

This program, which was directed towards the whole organization, promoted the personnel's involvement by constantly providing them with relevant information on the project's goals, initiatives, and results, through printed and digital newsletters. Furthermore, through the "**Team Contract**" we were able to promote values, behaviors, and attitudes which were critical for the project's success.


▼ **Managerial Skills Seminar:**

Five workshops were developed in order to strengthen knowledge and promoting the learning of relevant topics for the management team. This program impacted **41 key personnel members** in both our offices located in Santo Domingo and Santiago de Los Caballeros. Two additional sessions were focused on the sales force personnel where they received training on work systems to ensure the adoption of new management and execution skills and tools.

▼ **Strategic Coaching and defining the action plans:**

In these one-on-one sessions, concerns and necessities, as well as strengths and opportunities were identified, and individual improvement action plans were devised accordingly.

Without a doubt, this program has been very important to our organization. The increased level of openness towards change, along with the new set of skills that were acquired, greatly improved our personnel's leadership skills. Due to this, we highly recommend **London Consulting Group's Human Development department** for their professionalism, commitment and effectiveness in developing a program of this nature.



Mr. Fernando Rosario  
President  
Cecomsa



Mrs. Derlin Sánchez  
Human Resources Manager  
Cecomsa



cecomsa  
RECURSOS HUMANOS