

Dominó Fuente de Soda is a company with over 60 years of continuous operations and has significant growth in 38 operating establishments throughout the country. Dominó has been consolidated as one of the most renowned food businesses in Chile. Their success is based on offering the best quality, in products as well as in service, because all establishments are directly managed by the owners and no franchises are available.

From May 2016 until January 2017, along with London Consulting Group we developed a project to increase profitability with the objective of strengthening a culture of measurement and focused on results through the optimization and implementation of the processes and areas such as **Commercial, Operations and Structure**.

From the implementation of improvements in work systems and management we have achieved, among others, the following results:

Commercial:

- An 8% increase in the Average Ticket of the total of Dominó's establishments.
- A 5% increase in the indicator of number of products per ticket.
- A 29% increase in penetration of supplementary products.
- An 88% increase in the participation of the main drink products.
- Integration of new products reaching a participation of 20%.
- Field implementation on 38 establishments with over 4,000 evaluations of the Commercial Management Model performed on the sales force.

Operations:

- A 52% decrease in raw material waste.
- Optimization and control of raw material orders and inventories while implementing a tool for inventory replacement.
- Improvement in Reception, Warehousing, Delivery and Transformation processes of raw materials achieving a compliance in procedures by 92%.

Structure:

- Decrease by 31% in the total amount of Overtime in Dominó's establishments.
- Decrease by 28% in the total number of Overtime in Dominó's establishments.
- Design and implementation in the field of the optimal structure of each of Dominó's establishments.
- An 18% increase in compliance with the optimal structure of each establishment.

During the project we have achieved improvements in work practices and changes in the organizational culture having an analysis system based on management indicators. At the end of October 2016, we have achieved a return on investment of **1 to 1** based on the improvements established in the company and we project economic benefits of **5 to 1** after one year of the project's completion. Based on the above it is my pleasure to recommend London Consulting Group as a highly professional consulting firm with an excellent work methodology and a clear focus on results.

DANIEL HONIG SEGNER
GENERAL MANAGER
DOMINÓ FUENTE DE SODA

