

To whom it may concern:

Importadora La Plaza is a company dedicated to importing and distributing spare parts for motorcycles, as well as spare parts and accessories for automobiles and bicycles. For 30 years it has led the market in the Dominican Republic thanks to its focus on providing excellent service and ensuring its client's satisfaction.

Between October 2018 and June 2019, **Importadora La Plaza developed, in conjunction with London Consulting Group, the first stage of the "Impulso" project.** This project developed initiatives focused on increasing the productivity and profitability of the business. The focus of this first stage fell on the Commercial, Warehousing and Transportation, and the Supply departments. Some of the most representative achievements and results that were generated by the project were:

Commercial Model

- 100% increase in the visiting plan's creation and fulfillment.
- 64% increase in the visiting plan's Hit Rate.
- 5% increase in cross sales.
- 7% increase in sales
- 3% increase in the recovery of overdue portfolio.

Warehousing and Transportation Model

- 7% reduction in cost per bulk.
- 65% reduction in the department's personnel's overtime.
- 62% increase in the picking personnel's productivity.
- 61% increase in dispatch operator's picking productivity.
- 18% increase in the truck's planned loading time fulfillment.
- 33% increase in the container's planned unloading time fulfillment.
- 21% increase in container's planned inspection time fulfillment.
- 100% increase in the inventory's reliability.

Supply Model

- 100% increase in negotiated purchases.
- 62% reduction in lost sales due to supply problems.
- 52% reduction in delayed purchasing orders.
- 65% improvement in the Supplier's OTIF rate.
- 100% increase in the incoming containers' schedule fulfillment.

The first stage of the Impulso project was concluded successfully within the agreed time frame, generating a return on investment by the end of the project of **0.9 to 1**, with a forecasted annualized return of **3.6 to 1**. This result surpassed our expectation and initial estimate due to the professional work carried out by both the Importadora La Plaza's personnel, as well as the London Consulting Group's team.

The way change was managed, the dedication displayed by the members of the team, as well as the methodology and the way it was applied, allowed us to achieve both qualitative and quantitative results. We are happy to recommend London Consulting Group as a professional and committed firm which positively changes an organization's work culture through the implementation of practical solutions, their leadership, and their commitment to capitalizing on tangible results in the short term.


Luis Rivera
President & Founder
Importadora La Plaza


Rafael Luciano Domínguez
General Director
Importadora La Plaza

To whom it may concern:

Importadora La Plaza was founded in 1979 and since then has dedicated itself to selling spare parts for motorbikes, as well as, importing and distributing spare parts and accessories for automobiles and bicycles. **Importadora La Plaza's** main mission is to provide their clients and collaborators excellent service and satisfaction. The quality, competitive prices, quick and precise delivery, solid guarantee and carefully selected line of products has earned them a leading place in the Dominican market.

At the end of 2018 we began our "Impulso" (Impulse) improvement project in conjunction with London Consulting Group. The objective of the project was to develop initiatives focused on optimizing the distinct processes in our Warehousing and Dispatch, Commercial, and Purchasing departments.

Through this letter 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 provided to the personnel which participated in our Continuous Improvement Project. The following results stood out:

▼ **Communications Program:**

This program managed to continuously maintain, both the project's participating personnel and the rest of the organization, informed on the advances, initiatives and results, through the use of newsletters. Furthermore, through the "Team Contract", we were able to promote values, behaviors and attitudes which were critical for the project's success.

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


In these one-on-one sessions, concerns and necessities, as well as strengths and opportunities were identified and used to define 14 individual improvement action plans for the Directors, Managers, and Supervisors.

▼ **Managerial and Commercial Skills Seminars**

*44 hours of seminars were developed, generating a significant improvement in our personnel's knowledge. With this program, we were able to impact **33 key personnel members**.*

*In the same way, we provided **Commercial Workshops**, that lasted 7.5 hours, to **41 personnel members** with the objective of strengthening their commercial abilities.*

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.



Rafael Luciano Domínguez
General Manager
Importadora La Plaza