



*Los Altos Food Products Inc.*

Los Angeles, CA, August 9<sup>th</sup> 2019

To whom it may concern:

Los Altos Foods is a family business committed to making artisanal Mexican cheese that is more than just flavorful, fresh and exceptionally pure... our products help to bridge generations of family members whose life memories are bound together with the delicious cuisine they create and share at the dining room table.

During the period between April 2019 and August 2019 we developed a process improvement project called "UPLAF Tx" led by the LONDON CONSULTING GROUP firm in the areas of: Sales.

One of the objectives of the project was to continue with the Management Model created in the previous project, where it is processed with the Microsoft Power BI tool. The implementation of this tool was carried out at a strategic, tactical and operational level of the personnel with whom the project was worked, allowing to monitor the status of the project through friendly reports and facilitating the training of the entire team.

These tools are essential for making decisions at the managerial level of the company and in a faster way, since the information is in real time and available through desktop, web and mobile formats.

After implementing different processes, tools and policies, the following results could be evidenced:

**Commercial**

- Increase in cross-selling on independent clients by **5.62%** over billing.
- Increase in cross-selling on chains & distributors clients by **1.69%** over billing.
- Increase in cross-selling on chains & distributors clients by **3.20%** over billing.
- Design of tools to determine **sales forecast** at an operational and tactical level.
- Design and implementation of **the new Pre-Sales service model**.
- Implementation of the **supervision model**.
- Implementation of operational, tactical and strategic indicators in the Sales Department.
- Implementation of a governance model for the sales department.

It should be noted that the methodology of London Consulting Group has been one of the key factors for the success of the project, highlighting the management of change, shoulder-to-shoulder management and the involvement of all levels of the organization to generate a change in culture in the staff.

We allow ourselves to highly recommend London Consulting Group as a professional and results-focused company.

**Jesus Lizaran**  
Senior VP

**Corin Andrade**  
CFO