

August 2017

To whom it may concern:

PLASTIDEL is a company which dedicates itself towards manufacturing and distributing plastic products which are used for injection molding, for both household and industrial use. 28 years ago we established ourselves in the Dominican Republic, and we have distinguished ourselves by our high levels of quality and product innovation in both the national and international markets.

As we continue to take strides towards improving our quality and the productivity of our sales processes, we decided to execute a second collaboration with **London Consulting Group's** team in order to carry out the "**Sales Process Optimization**" project. This project was undertaken between May and August 2017.

Some of the results that we attained during the Project are:

- 2.3% increase in sales due to Cross Selling products.
- 1.1% increase in New Clients sales.
- 4% improvement in the effectiveness of our visits.
- 2% improvement in the effectiveness of our payment collection.
- 30% improvement in collecting payments on accounts which have exceeded 60 days.

Additionally, we developed tools which improved the efficiency of our process, such as:

- A Planning and Programming Model for our visits in order to follow up and control their execution.
- An Insight Analysis tool for both our Clients and our Portfolio.
- A follow up tool for our finished good's inventory coverage which enabled us to define sales strategies in order to boost the sales of our products with low turnover.
- A tool which helps us collect payments from accounts in arrears and a behavioural analysis tool for accounts which have paid, both which enables us to define priorities.

The economic benefits we attained during the "**Sales Process Optimization**" project yielded a forecasted annualized return on investment of **1.3 to 1**. Due to this, Plásticos Ideales S.R.L is happy to recommend London Consulting Group due to their professionalism, commitment and their highly effective methodology which enables them to develop these types of projects.

Sincerely,



**Pedro Redondo**  
General Manager



**Julio Guzmán**  
General Manager