



Guatemala City, February 2024

**To whom it may concern:**

**Super Auto Repuestos SA**, is a Guatemalan company with over 65 years of experience. It is a leader in selling and distributing automotive parts, with the largest range of exclusive and top-quality products. Through its strategic partners, it has national coverage and regional operations.

Between July 2023 and February 2024, Repuestos Acquaroni developed the "**A-Volution Project**" together with **London Consulting Group**. The project focused on transforming the organization's Sales, Distribution, Procurement, and Digital Evolution departments, and their Organizational Leadership. Through an agile methodology, the objectives were achieved, of which the following stand out:

**Sales:**

- Improvements in organizing the discounts according to the market segment, which generated a **5%** impact on the discounts granted.
- **1.1%** increase in the total sales margin.
- **15%** increase in the sales funnel conversion rate for the over-the-counter sales channel.
- **4.5%** increase in sales through the implementation of a new sales system:
  - Increasing the visiting frequency to over 600 clients, in accordance with the service model.
  - Increasing the prospecting process, prospecting over 400 clients.
  - Recovering customers without sales or with low sales in the over-the-counter and wholesale sales channels.
  - Increasing cross-selling by 3.5% and 0.62% in the over-the-counter and wholesale sales channels, respectively.
- **Rollout** of main initiatives in the Honduras operation, remotely.

**Distribution:**

- **29%** improvement in the efficiency of the company's own fleet, due to route optimization.
- **13%** increase in deliveries made per hour with the company's own fleet, due to improved dispatch planning.
- **9.5%** reduction of transfers between branches, optimizing processes and related costs.
- Calculating and defining the ideal branch inventory mix for the established distribution parameters.
- **29%** of items classified as "no sale" were collected and redistributed to target branches.

**Procurement:**

- **11.4%** release of working capital from inventory with little or no turnover by implementing strategies and automating management reports.
- **26%** increase in new negotiations with suppliers, which impacted marketing strategies and some discounts.
- **60%** optimization of the procurement analysts' time by improving and automating the import system, reducing manual errors, improving the accuracy of the suggested order parameters, and strengthening the order analysis process. 5 practical training and coaching workshops were provided to the department's personnel.
- **+ 3,500** codes were accurately linked with those on the system to facilitate sales management.
- **6 Dashboards** were implemented into the department's main indicators and meetings to increase accountability.

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**Digital Transformation:**

- **+ 20 modifications** were made to the system, according to the requirements presented by the project's functional areas.
- **29 views** were implemented to facilitate the processing and uploading of information to the visualization tools.
- **32 Power BI dashboards** were implemented in order to access reliable and real-time information.
- **133%** increase in the number of users with access to the implemented dashboards. Training workshops and hands-on training in Power BI data analytics were carried out.
- **5 robots in Power Automate** were introduced to reduce repetitive tasks and automatically send key information to branches.

**Leadership and Change Management:**

- **67 leaders** participated in the awareness and change management program, which facilitated the different groups' commitment and involvement to the project's transformation processes.
- **108 hours** of training and experiential sessions were carried out during the leadership skills program. This included different methodologies that focused on result-oriented management, innovation, and developing the personnel in charge.
- **Innovation program** and putting into practice the methodologies that were learned when developing improvement projects.

The project was successfully completed on schedule, surpassing our expectations. **We achieved a 2.1:1 return on investment by the end of the project**, with a forecasted annualized return of **8.1:1**.

We highly recommend London Consulting Group as a professional and committed firm that contributes to obtaining tangible results through its methodology and the team's collaboration with our staff.

Sincerely,



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Marco Vinicio Rivera  
General Manager

