



VAQUERIA TRES MONJITAS, INC.

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Vaquería Tres Monjitas is a Puerto Rican company founded in 1918, currently an integral part of the country's dairy industry. Tres Monjitas offers a wide variety of products for the needs of each consumer in the categories of Milk, Juices, Beverages, and derivatives in refrigerated and dry channels.

Given the changes in consumption habits and the logistical complexity of meeting the demand of our customers and consumers, it was necessary to review and question our current business models to identify and create competitive links that differentiate us in the market, preserving our profitability.

That is why in November 2022, London Consulting Group successfully accompanied our executive team in the execution of the Business Model Innovation Program and was our facilitator to help build initiatives of an improved model. It is worth mentioning that this program was based on the study of our operational, commercial, financial, IT, and logistics processes and utilized agile tools, such as Business Model Canvas, Customer Journey Mapping, and Design Thinking, which derived in detailed initiatives for each area.

Our management team of Tres Monjitas and Empresas Fonalledas were part of the process and collaborated closely in deploying the methodology based on a thorough understanding of the opportunities and proposed solutions.

Therefore, I highly recommend London Consulting Group, a company with a proven successful methodology and competent and experienced human capital, which has managed to meet our expectations.

Sincerely,

Orlando González Núñez
General Manager