

Guayaquil, December 2018

IVAN BOHMAN C.A. is a distributor of steel goods, welding services, tools, agricultural machinery and equipment, and more. We are supported by key international brands in these areas and we have become the number one provider of quality, as well as product and client support. With over 83 years of experience in the market, we lead the mechanical metal sector and have over 40 product lines which amount to a large portfolio encompassing over 30,000 SKU's.

In order to continue pursuing the company's strategic initiatives, we carried out the "Reinventarse para crecer" (Reinventing to grow) project in conjunction with London Consulting Group. This project has positively helped us achieve our objectives by organizing our structure and key processes; some of the results achieved during the project were:

COMMERCIAL

- Commercial Model: The budgeting, zoning and routes, discount, dispatch, sales and assessment, commissions, designing and implementing the telesales channel, the indicator models, and the daily supervision processes were redefined.
 - 17% increase in sales to the Industry Sales Channel.
 - 12% increase in the average ticket sale (on-the-ground sales force).
 - 3.7% increase in the amount of product lines bought by the clients.

LOGISTICS

- Purchasing Model: The purchasing, restocking tools by line (imports), restocking tools Quito, order tracking, indicator models and the daily supervision processes were redefined.
 - 71% increase in the line purchasing plan fulfillment.
 - Designing the restocking tool which took into account the demand, the supplier's delivery times, and an estimated 90% level of service.
- Standardizing the product reception models.

DHG

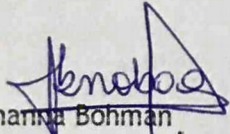
- The objective of this program was to establish the right conditions in terms of Methodology and to reinforce the personnel's Leadership Skills.

The financial saving generated by the project presented a ROI of 2.3 to 1 by the end of the project with a forecasted ROI of 4.7 to 1 after a years' time.

It is important to mention that the work carried out by London Consulting Group was not limited to making recommendations, but they worked in conjunction with our personnel in order to design and implement the changes to the organization using their Methodology, which permeated throughout the organization.

We highly recommend London Consulting Group due to their professionalism and their focus on achieving the objectives.

Sincerely


Johanna Bohman

General Manager Iván Bohman C.A.