

Barranquilla, Colombia. June 2016.

To whom it may concern:

Jamar is a company with 65 years in the market making happy families, furnishing their homes with quality and comfort. It has the third largest South America Logistic Center, and the largest in Colombia, dedicated to the furniture sector that place the company as the leader in the country market. Today, Jamar has 17 stores in Colombia and 6 in Panama and a headcount of more than 1,000 workers.

During the months of January to June of this year, we started a project with **London Consulting Group**, focused in design and develop products that meet the characteristics that our customers are looking for. We also worked in our supply product process, ensuring having products in the promise time of delivery to our customers.

During the 23 weeks of project we implemented the methodology of London, achieving the following results:

#### Design and Development of Product:

- An increase of **150%** in the productivity of the design department.
- An increase of **16%** in the effectiveness of the design.
- An increase of **21%** in the new products presentation.
- An increase of **45%** in the productivity of I&D Department.
- An increase of **25%** in the effectiveness of the visits of I&D Department.
- An increase of **6%** in I&D coaching qualification.
- An increase of **111%** in the design and development process.
- An increase of **74%** in the Colombian planning process of campaigns and a **95%** for Panama.
- An increase of **8%** in the quality of new products.
- An increase of **240%** in star products.
- An increase of **251%** in the contribution of new products.
- An increase of **35%** in the participation of the campaigns in the total contribution of the company.

#### Colombia Supply Process:

- An increase of **30%** in the product availability.
- A decrease of **50%** in the non-fulfillment date of delivery.
- A decrease of **2%** in the not available product order.
- An increase of **68%** in the OTIF of suppliers.
- A decrease of **25%** in the lost sale because of not available product.

#### Panama Quality:

- An increase of **76%** in the product availability.
- An increase of **13%** in the discharge of inventory days.
- A decrease of **100%** in the non-fulfillment date of delivery.
- A decrease of **16%** in the not available product order.
- An increase of **48%** in the OTIF of suppliers.
- A decrease of **56%** in the lost sale because of not available product.

#### Product Portfolio:

- An increase of **4%** in the number of references that meet 99% of the total contribution of the company.
- A decrease of **33%** in the number of references that are involved with low contribution and rotation.

The project's economic benefits have surpassed our expectations **achieving a ROI of 3.8 to 1 by the end of the project and an annual ROI of 12.2 to 1 after one year.** It is worth noting London Consulting Group's methodology as one of the key factors for the project's success, in which their change management stands out, as well as their shoulder-to-shoulder implementation and the **involvement of all levels within the organization to generate a cultural change within our personnel.**

**We hereby would like to highly recommend London Consulting Group as a professional company that focuses on results, which is why we continue developing other improvement initiatives within the organization.**

Sincerely,



Max Naimark  
Muebles Jamar President