



January 9, 2012

To whom it may concern:

We hereby would like to share our experience of the project called *Integrated Replenishment Process IRP*, carried out in conjunction with the firm London Consulting Group over an 11 week period with the objective of improving the sales forecast and the purchasing process in order to obtain optimum inventory levels and thus fulfilling the market's needs.

As part of the project, the analysis methodology used by the consulting team included process mapping, key meetings with our personnel as well as our distributor's personnel, and statistical analysis. After the analysis, the team redesigned and implemented the suggested processes and tools necessary to achieve the expected results set for the project.

The most relevant results achieved are:

- Defining of the root-causes of the disconnection in the execution of the replenishment process (development of the sales forecast and purchase process).
- Establishing and defining the new roles, responsibilities and controls in order to improve the execution and product availability at the warehouse.
- Improving the accuracy of the sales forecast by implementing the Sales and Operation Planning (S&OP) process with our team and the distributor's team.

Due to the aforementioned, we highly recommend London Consulting Group as a committed company with an excellent work methodology.

Sincerely,

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