



Tultitlán, Mexico. June 2026

Comercializadora KRAM, specialist in the **importation, commercialization and distribution** of confectionery and chocolate products, is one of the most recognized companies in its industry in the country. With more than 35 years of experience, it holds the exclusivity of high-profile brands such as Feastables (by MrBeast), Ritter Sport, PEZ, Jelly Belly, etc. Its extensive coverage spans both the **modern channel**; department stores, convenience stores, supermarkets, warehouse clubs and hard discount, as well as the **traditional channel and wholesale**. Its prestige has enabled it to establish commercial relationships with world-renowned clients such as Palacio de Hierro, Liverpool, Walmart, Costco and 7-Eleven.

Comercializadora KRAM, in line with its strategy of continuous improvement, innovation and institutionalization, developed the "**IMPULSA**" project together with **London Consulting Group** to accelerate its transformation into a data-driven organization.

The following general results were obtained:

- **Improvement in Organizational Maturity Level from 24% (emerging) to 70% (defined)**, consolidating robust processes, indicator-based decision-making and greater accountability.
- **Return on Investment (ROI): 7.1:1**

This was achieved by addressing various tools, technologies and methodologies, among which the following stand out:

- **Customer Experience (CX):** Comprehensive redesign of the commercial cycle, from strategy and planning, budget design, sales pitch, performance metrics, governance model and commission model.
- **Enabling Technology (UX/UI & BI):** Enhancing the ERP and its modules by integrating Business Intelligence and proprietary applications to expand capabilities without contracting complementary modules.
- **AI Agents:** Mobile apps via Lovable and AI agents accelerating data lake processing and consolidation.
- **Advanced Analytics:** Dashboards with Python/Deepseek, Power BI and Claude (Anthropic) for data-driven decision-making.
- **Agile Processes:** Adoption of industry best practices, enabling sustainable value generation and tangible visible results.

Key Operational Achievements:

Commercial:

- 70% growth in global sales
- Increase of 5.5 p.p. in gross margin & 9.1 p.p. in net margin
- 17 p.p. growth in "BASE" budget and sales (strategic brand lines)

Purchasing and Imports:

- 37% reduction in lost sales
- 44 percentage point increase in merchandise with optimal shelf life

Warehouse and Logistics:

- 23% increase in picking productivity
- 56% reduction in delivery logistics cost
- 14.7 p.p. increase in Fill Rate

We have decided to continue with a new project focused on Sell Out (Field Sales) and the end-to-end operation of CEDIS Cancún.

I highly recommend London Consulting Group as a strategic transformation partner. Their structured approach, execution capacity and focus on tangible results make them a valuable ally for any organization committed to continuous improvement and digital evolution.

Sincerely,

Andrés Sevilla
General Director KRAM