



La Paz Bolivia, December 7, 2017

Monopol Ltda, is the leading company in Bolivia, dedicated to the manufacture and commercialization of paints and complementary chemical products in mass consumption, industrial paints, automotive paints and accessories. It has 2 production plants, 22 branches, 3 distribution centers and 4 stores specialized in painting consultancy.

During the period March to October 2017 and accompanied by London Consulting Group, we have developed the operational improvement project (STRATOS), with the aim of enhancing a culture of measurement and focus on results, through optimization of processes in the areas of **Marketing and Secondary Distribution (delivery logistics to final client)**, besides strengthening the **development of management skills of key personnel in those areas**.

Due to the implementation of improvements in work and management systems we were able to achieve the following results:

Marketing

- Improvement in the trend of the profitability of the traditional latex line in **4.4%**
- Improvement in the trend of the profitability of the synthetic mate by **5.1%**
- Improvement in the trend of profitability of the anticorrosive line **11.4%**
- Improvement in the trend of profitability of the anticorrosive Ox line by **7.1%**
- Design and implementation of the structure, profiles, functions and governance model, from the search for candidates, through the interview and recruitment process for the entire marketing area.
- Design and implementation of the corporate marketing plan with their respective models and management indicators (campaign compliance, PDV ideal, visits trade, analysis plan for the category developer)
- Design and implementation of the management model and profitability indicators, with detail by family, line, presentation, product, container and mix in a systematized manner and with automatic calculation.

Secondary Distribution:

- Decrease in Distribution Cost by Quintal **14%**
- Reduction in fixed cost due to Vehicle Fleet Optimization **8%**
- Elimination of duplicity of benefit by mobilization **12%**
- Redesign and implementation of the entire costing and flow model of the order to have metrics for management by region / branch / driver / vehicle (for the trunk axis)
- Design and implementation of policies and service levels (response time) by type of client / area in order to manage deviations in a focused manner.

At the end of the project, better work practices have been achieved, changes in the organizational culture, an analysis system based on management indicators. At the end of October 2017, there is a return of **0.9 to 1** on the investment, based on the improvements established in the company and projected economic benefits of **3.8 to 1** a year after the end of the project, managing to exceed more than 2 times the objective proposed in the diagnosis. Therefore, I do not hesitate to recommend London Consulting Group as a highly professional consulting company, excellent work methodology and clear focus on results.

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