

# TRAFON GROUP

April 5, 2016

To whom it may concern:

**Trafon Group**, Inc., is a group of businesses which import and export food, services and logistics solutions offering services to customers in the Retail and Food Service channels throughout the island since 2009.

The companies that make up **Trafon Group Inc.**, are Packers Provision (Distributor), Star Meat (Processing Plant), and Cold Storage and Logistics (Logistics Services).

From January to March 2016 along with the firm **London Consulting Group** we carried out the project called "Governance Model" which focused on improving the internal communication channels at a managerial level, facilitating the management of key indicators per area and the reconfiguration of the formal forums for results review and generation of strategies per division.

We worked shoulder-to-shoulder with every manager in the preparation and update of the indicator panel while reinforcing their participation in the forums that make up our new Governance Model:

- Management Staff Meeting.
- Sales Operative Meeting.
- Operative Operations Meeting.

We additionally carried out activities to strengthen the Commercial and Operations Management:

- Reimplementation of the visit plans for the totality of the sales routes
- Reestablishment of the Cross-Selling Matrix
- Generation of reports and automated control panels to accelerate the updating process of indicators, allowing for more time for analysis.

As a result of the implemented initiatives, we now have a better alignment of the organizational results which will allow us to have a more agile decision-making process and effective follow-up.

Due to the above, I would like to highly recommend London Consulting Group for their professionalism and commitment in the implementation of improvement projects.

Sincerely,



Javier Pietrantoni  
Senior Executive VP