



## FUNDACIÓN EDUCANDO A UN SALVADOREÑO

“Educamos de cerca... Para que lleguen más lejos”

San Salvador, September 2018.

To whom it may concern:

**FESA** is a non profit organization with 17 years changing lives through education and sports. We have managed to impact thousands of young people who use sports as a healthy way to entertain themselves, enticing them away from vices, gangs, and drugs, and at the same time improving their lives.

Between February and September 2018, we developed, in conjunction with London Consulting Group, a project which focused on optimizing the foundation's main processes, management systems, and work tools. The applied methodology enabled us to achieve the fixed objectives, of which the following results stand out:

### COMMERCIAL:

- **3.2%** increase in total sales.
- **23.9%** increase in football academies' subscriptions.
- **31%** increase in the client's visiting plan's fulfillment rate.

### ADMINISTRATION AND OPERATIONS:

- **207%** growth in activities completed on time. This is aligned with the operative plans which focus on the strategy.
- Advising and following up on the acquisition and implementation process for the **ERP** system which was implemented through out the organization; and incorporating the reengineered processes.
- Implementing management tools and indicator control boards in the following departments: Sales, Administration, Operations, Communications, Football, Baseball and Physical Education Program (PEP). This strengthened our analysis and management processes for those departments.
- **33%** increase in compliance to collecting plan.
- **6%** labor force optimization in the operations department.
- Recovering **6.9%** of overdue account balances.
- Reducing the monthly countable closing execution and presentation process by **6** days.

The project was concluded successfully within the established time frame, obtaining a **ROI of 0.6 to 1** by the end of the project, with a **forecasted ROI of 1.5 to 1 within the following 12 months**.

Due to this, we are happy to recommend London Consulting Group as a profesional and committed firm which positively impacts the work culture through their shoulder to shoulder implementation methods and their focus on obtaining tangible results in a sustainable manner.

Jorge Bahaia.  
FESA Executive President