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# Operation Manual

ARNI CONSULTING GROUP



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ASISTENCIA Y REPRESENTACIÓN EN NEGOCIOS INTERNACIONALES,  
S.C.

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BASIC PRINCIPLES OF WORK

DEFINITION OF THE SERVICE PORTFOLIO

WORKING METHODOLOGY

IDENTIFICATION OF CUSTOMER NEEDS

BASIC INFORMATION OF PROJECTS

INTERNATIONAL BUSINESS PLAN

QUOTATIONS, PROPOSALS AND TENDERS

PROFILE, SCOPE AND SERVICE CONDITIONS

CONTRACTS AND WARRANTY POLICY

EXECUTION AND DELIVERY OF THE SERVICE REQUIRED

EVALUATION AND FOLLOW-UP

PROSPECTS GENERATION

ARNI CONSULTING GROUP PROFILE



Operation Manual

Principal actions to position the firm in International Markets

With the standards of quality and certification of it.

## 1) PRINCIPLES OF WORK ABOUT THE SERVICE

### 4 STEPS TO ORGANIZE TASKS AND CONSULTANCY PROJECTS.

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#### 1. DEFINE THE WORK

There is a saying that says: **“IF YOU DO NOT KNOW WHERE YOU ARE GOING, IT IS LIKELY TO NEVER GET THERE”**.

#### 2. CREATE A WORK SCHEDULE

Creating a work schedule is not only useful to define and determine what is going to be done each day and how much time is allocated to each task until completing the project, it also allows to anticipate possible delays and adjust the dates so that there are not problems with expectations.

Once consultants know what the project consists of and which are the deadlines, a calendar is created to show the days of work, including the tasks to be done per day and unforeseen events so that the delivery of the project will not result affected.

#### 3. WORK IN STAGES

Any project, no matter what its size, should be divided into small steps, sub-tasks or milestones for the customer to approve each step and the consultant can continue working in the project based on the feedback of the customer.

#### 4. HAVE COMMUNICATION WITH THE CUSTOMER

Having communication with our customer is a duty throughout the project. Even though the delivery dates are clear, the tasks to be developed are defined and the stages to deliver the results are fixed, consultants must always continue having communication with the customer and keep abreast of our progress even if the work is done. This generates security and trust, and is also likely to be more comprehensive to some mismatch if communication has always been efficient and fluid.

## 2) SERVICES PORTFOLIO

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ARNI Consulting Group has 20 services to offer to our customers and prospects, each service is designed based on their needs, but guaranteeing the same quality and working methodology for the individual projects that are tailored to the specific needs of the customer.

- ✓ MARKET ENTRY
- ✓ MARKET RESEARCH
- ✓ MARKET TRENDS
- ✓ PRODUCT POSITIONING
- ✓ TRADE MISSION
- ✓ TRADE SHOWS
- ✓ BUSINESS MATCHMAKING
- ✓ INTERNATIONAL BUSINESS PLAN
- ✓ FOLLOW-UP
- ✓ SOFT LANDING
- ✓ AGENT DISTRIBUTOR SEARCH
- ✓ END-USER SEARCH
- ✓ REPRESENTATIVE OFFICE
- ✓ REGULATORY FRAMEWORK
- ✓ COMPANY LIST
- ✓ TRANSLATION
- ✓ INTERPRETER
- ✓ LEAD GENERATION
- ✓ BUSINESS TRAVEL LOGISTICS
- ✓ DATABASE UPDATING

### 3) METHODOLOGY

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Basic steps to effect consulting services:

DISCOVER.

To understand the needs of our customers, we should explore market conditions, know the target market, the competitors, the leading products, and the main rules to commercialize the product.

ANALYZE.

After exploring, we examine the information gotten to make an analysis of the Strengths, Weaknesses, Opportunities, and Threats of the product that our customer wants to commercialize.

BUILD.

After analyzing the market, a plan of action or business plan is made with different strategies and actions to achieve the goals defined by our customers.

EXECUTE.

Once the action plan was established, the necessary actions should be done to be closer of the aims.

MEASURE.

After the implementation of the action plan, the Project Will be evaluated to establish the measurement parameters and make the necessary corrections based on the initial plan.

MANAGE.

Finally, a review of the activities carried out in the action plan is done and a unique solution is offered to our customer.

THE METHODOLOGY USED FOR CONSULTANCY IS WITH A CONSTANT DYNAMIC AND IS ALWAYS ADEQUATED TO THE SPECIFIC NEEDS OF EACH CUSTOMER WITH THE AIMS OF GIVING UNIQUE SOLUTIONS TO EACH SERVICE.

METHODOLOGY ARNI CONSULTING GROUP



1) DISCOVER

Competitors

Associations

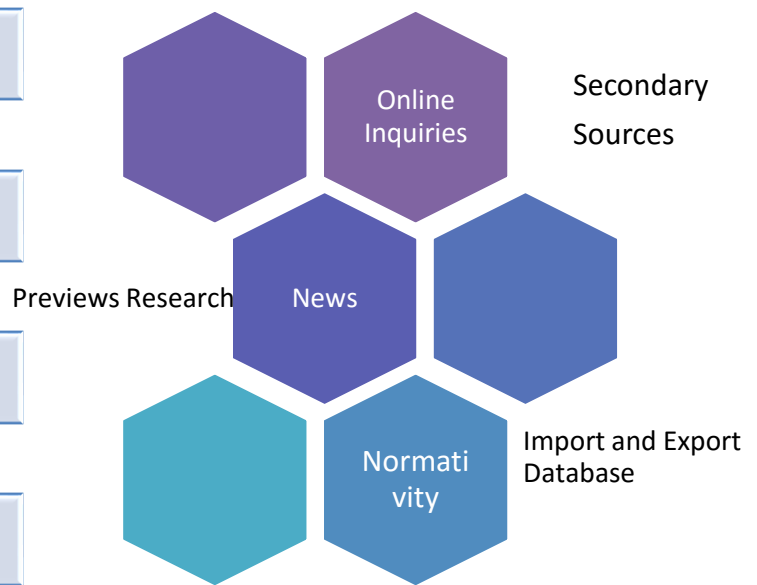
Databases

Directories

Exhibitions

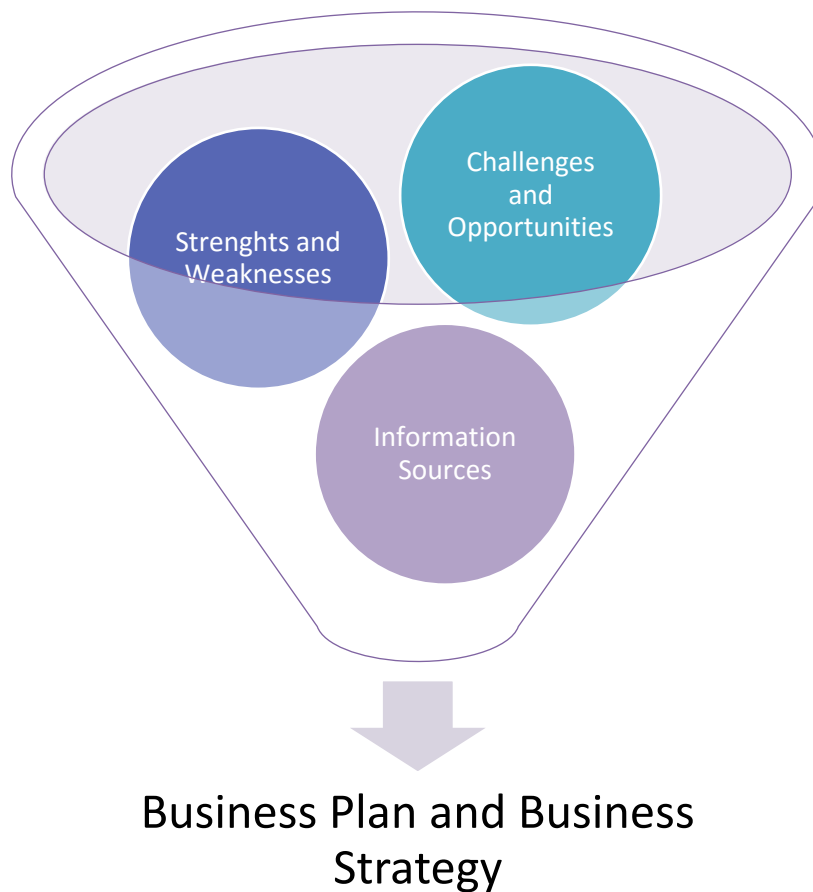
Government

Publications



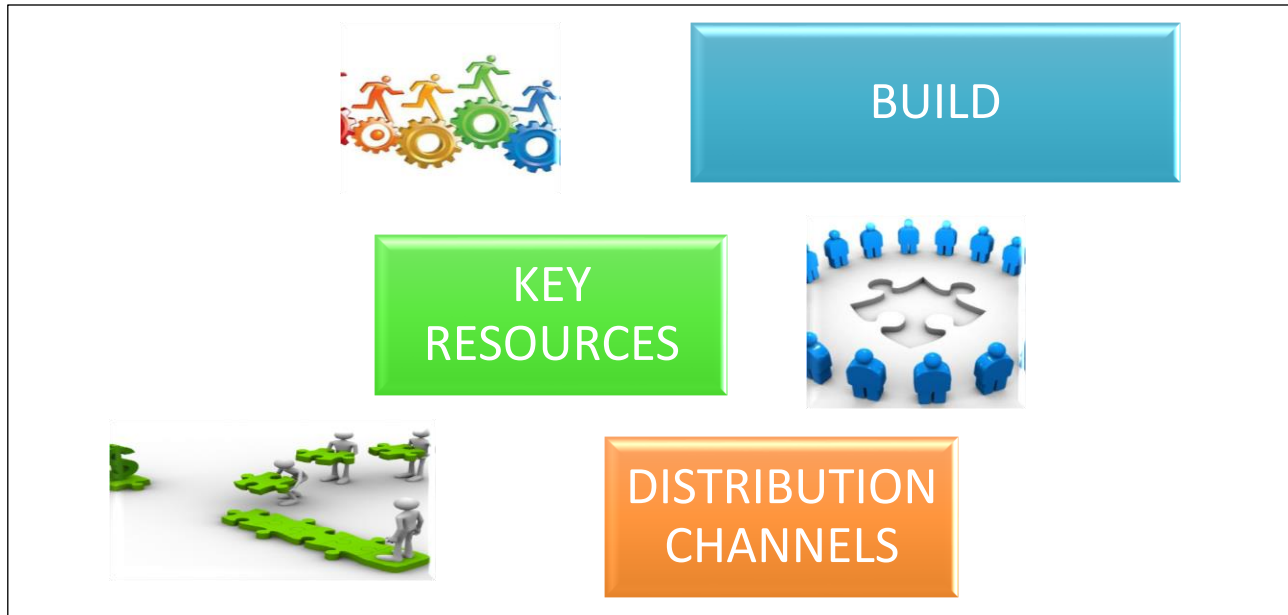
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2) ANALYZE



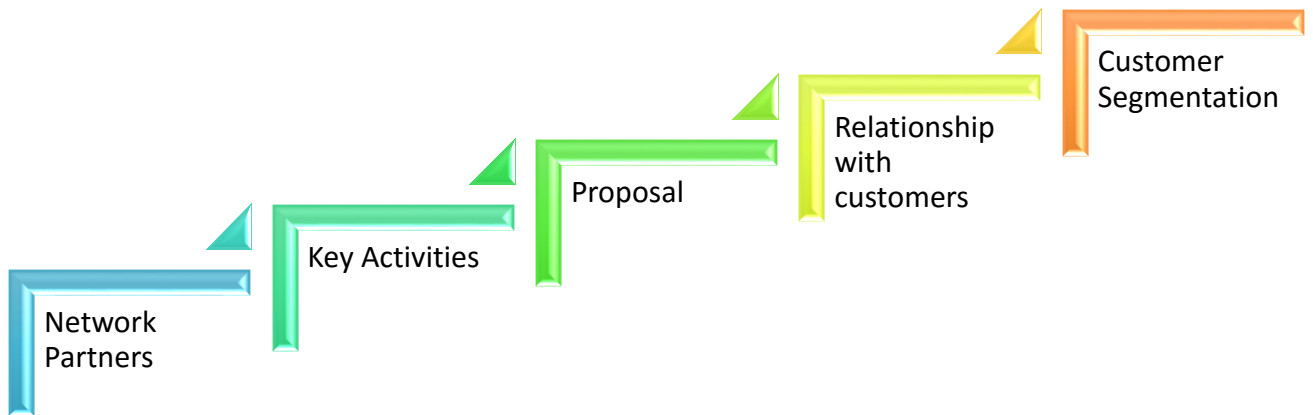


3) BUILD



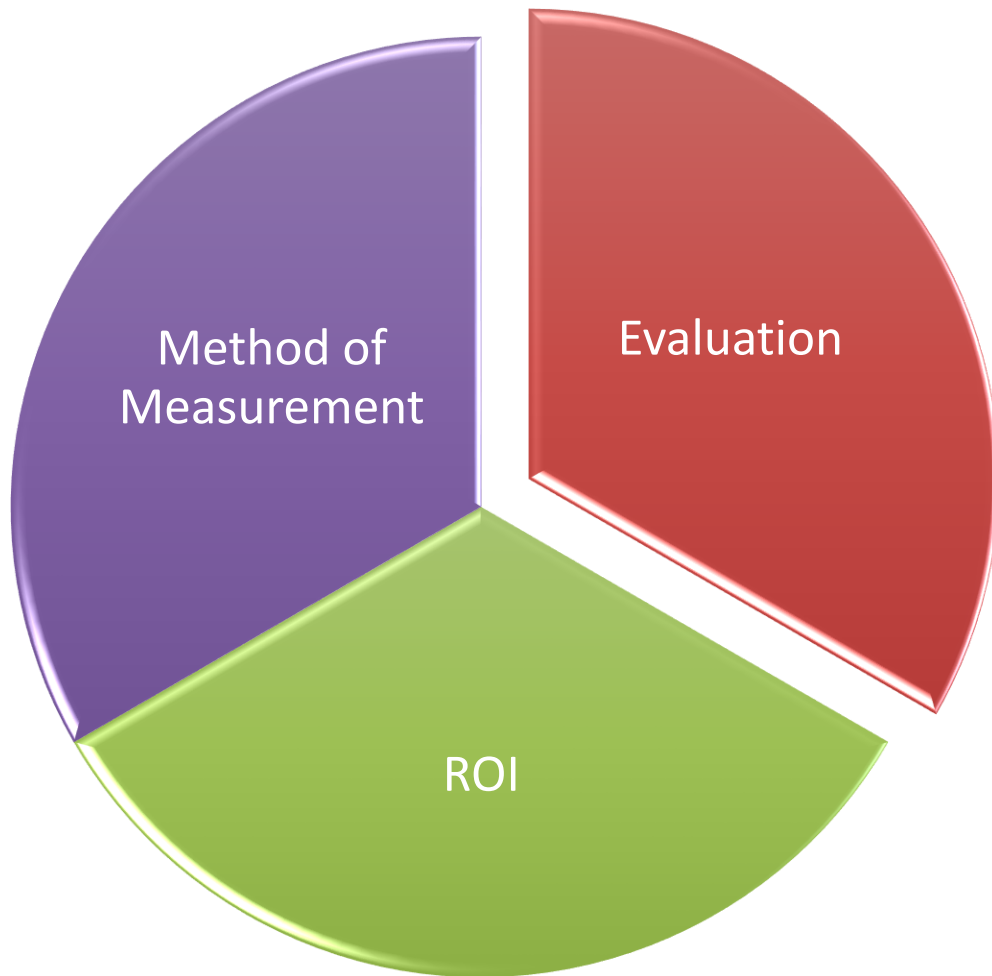
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4) EXECUTE

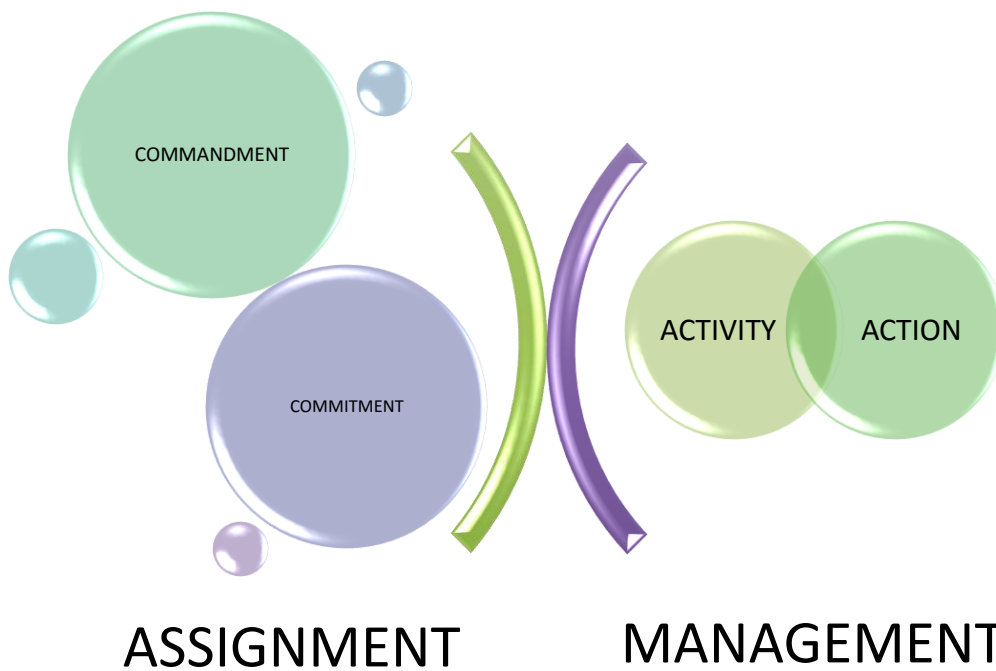


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5) MEASURE



6) MANAGE

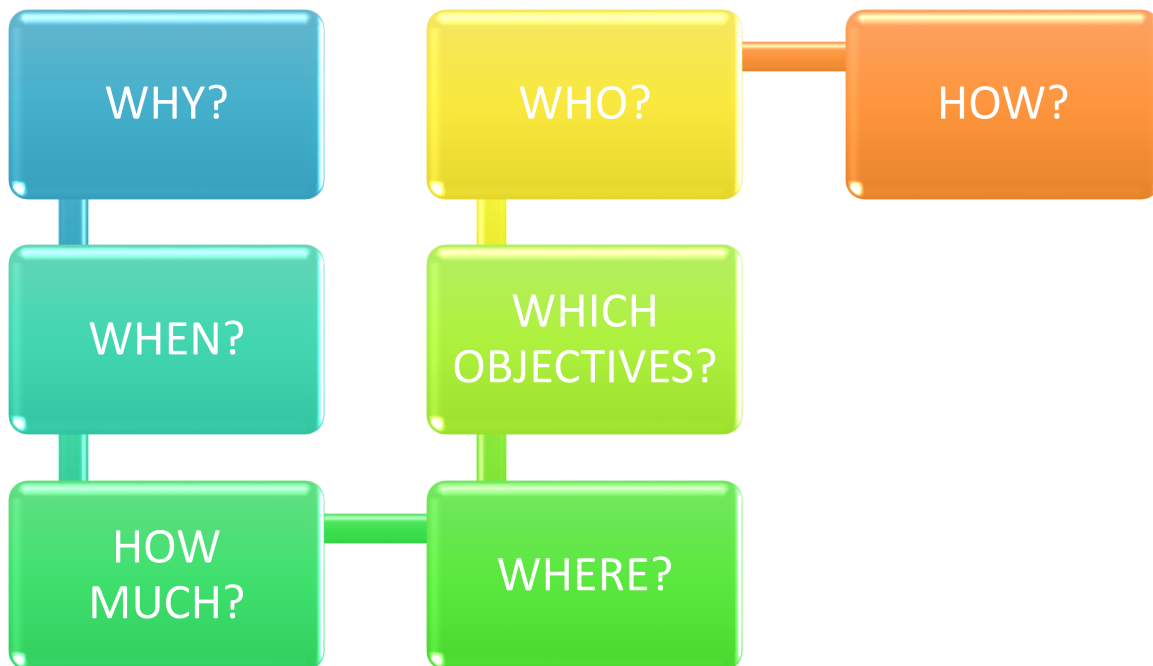


4) BASIC INFORMATION

Basic Questions

DEFINE WORK

- FORMAT COMPANY DATA
- NEEDS FORM



5) BUSINESS PLAN

THE ACTIONS TAKEN WILL BE ACCORDING WITH THE INTERNATIONAL BUSINESS PLAN OF OUR CUSTOMER

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