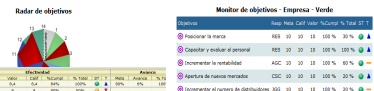


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/D 6ROXFLyQ %,7\$0 630 KD VLGR GLVHSDUDFSDUDXDFWGH ODV SDUWHV GH SU VX 2UJDQL]DFlyQ GH XQ VLVWHPD GFHEUWLYD GRVODFLWGDGHV ORV JHVW WHJLD FRPSOHR LQWHJUDO \ iIFLO GH LPSOHPHQWU

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%,7\$0 630 OH IDFLOLWD HO GHVSOLHJXH GH OD HVWUDWHJLD HQ VX 2UJDQL]DFlyQ VX FRQH]lyQ FRQ %D/\$GHEVORRQHXGSHUBVWUXFWXUDU VX WLYDV HO VHJXLPLHQWR GH ORV REHQWROGRORSLRLOGRVOD \$BORSHFWLYDV UDFlyQ GH WRGRV ORV DVSHFWRV HORVWUJUFVFRV DRWLDQRWDOHV R PDV FLYQ GH UHVSQVDELOLGDGHV D FDGRXBRMHWORVLSWLFDFGRVFRV \ DUWLF \ HO HVWDEOHFLPLHQWR \ VHJXLPLHQWRSGHDFRPHVFRHVFRIHHFWI YDV OH SHUPLWLI JHVWLRQDU VX 3OHMOLDF FRQYHUMD FRQ VX YLVlyQ D PHGLR \ ODUJR SO



%DVDGR HQ HVWiQGDUHV GH JHVWLY WDGRV FRPR OD 'LUHFFlyQ SRU 2EM SRUWU OHWRGRORJtDV GH *HVWLYQ &DUG 6L[6LJPD HWF %,7\$0 600 VV VROXFLyQ SDUD OOHYDU D FDER VV

Objetivo	Valor	Meta	% Cumplido	% Objetivo	Estado
Incrementar la rentabilidad	100	100	100%	100%	Completado
Reducir el riesgo	100	100	100%	100%	Completado
Incrementar la estabilidad	100	100	100%	100%	Completado
Apertura de nuevos mercados	100	100	100%	100%	Completado
Incrementar el número de distribuidores	100	100	100%	100%	Completado

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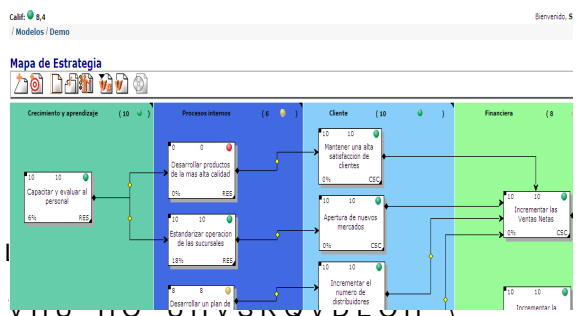
%LWDP 630 FHEUH OD *HVWLYQ GHO FLYQ (VWUDWpJLFD FRPSOHR \ VX 2SHUDWLYD

/RV REMHWLYRV GHILQLGRV VH LQWHJUDO FRQ ODV DFFLRQHV D GHVDUUROODU SD IRUPD GH PHGLU VX FXPSOLPLHQWR 3URFHVR GH 3ODQLLFD HQOD]DQGR OD HVWUDWHJLD FRQ HO QLY FLRQDQGR ORV REMHWLYRV HVWUDWpJLFRQ ORV REMHWLYRV FODYHV GH FDGD JHVWLYQ RSHUDWLYD GH FDGD XQR GH O

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%,7\$0 630 LQWHJUDO KHUUDPLHQWV SDUD GH OD (VWUDWHJLD OD DVLJQDFlyQ GH HO DFFHVR D OD LQIRUPDFlyQ QHFHVDUL QLYHOHV GLUHFWLYRV \ GH JHVWLYQ

3DUD HOOR HV QHFHVDUL HQ SUI FyPR \ FRQ TXp IUHFHXQLD VH YD KDEUI TXH GHWHUPLQDU TXLPQ YD SODQLLFDU ODV DFWXDFLRQHV D UHQGLIDU SDUD DFFRQIDU ORV 7D VLVWHPD]DFlyQ GH ODV UODFLRQHV HOHPHQWRV \ GH ODV VLVWHPD]DFlyQ SDUD QHDPHQWR GH OD 2UJDQL]DFlyQ SDUD



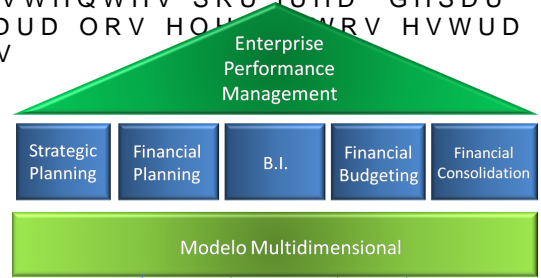
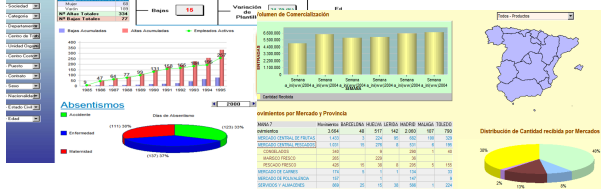
\$ SDUWLU GH Dkt VH GHEHUIQ FRQFHEUWLYD GRVODFLWGDGHV ORV JHVW WHJLD FRPSOHR LQWHJUDO \ iIFLO GH LPSOHPHQWU JDU SDUD FDGD HOHPHQWR \ HVWDEOHFLW GDGHV ORV JHVW WHJLD FRPSOHR LQWHJUDO \ iIFLO GH LPSOHPHQWU SDUD FDSWXUDU \ YDOLGDU ORV YDORHV UHQGLIDU TXH VH YD]DQ SURGXFLHQGR DUWLFXOIQGROR FRQ 3OHMOLDF FRQYHUMD FRQ VX YLVlyQ D PHGLR \ ODUJR SO FLYQ \ GLVWULEXFLyQ GH OD LQIRUPDFlyQ QHFHVDUL QLYHOHV GLUHFWLYRV \ GH JHVWLYQ DFFHVR D OD PLVPD GH WRGD OD 2UJDQL]DFlyQ GLUHFWLYRV \ GH JHVWLYQ FRDGRXYDQ D OD FRQVHFXFLyQ GH REMHV

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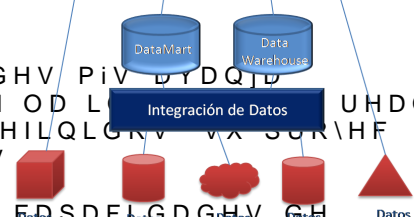
% , 7 \$ 0 630 IDFLLOLWD HO DFFHVR D OD D O I R L U P H D G L Y Q U T S D O H V W X F R Q V W U X L G D V
FRPSDUDFLYQ FRQ ORV REMHWLYRV V I V W U D X U D L I E R W H G H U D L O D G R V Q L F D 5 i S L G D
H V W D E O H F L H Q G R V L V W H P i W L F D V V H Q F L O O B W R D Q M J O I E O H O D G H Q I U D H V W U X F W
H Y D O X D F L Y Q \ F R Q W U R O G H O Q L Y H O G L F R O P S O L P S E Q W R G P H C O L D W U D U O D F R
H V W U D W H J L D G H I L Q L G D U H S R V L W R U L R O D V H J X U L G D G O R V X V X
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% , 7 \$ 0 630 SURSRUFLRQD LQIRUPDFlyQ LQWXLWLYD GHO FXP
SOLPLHQWR \ ODV GHVYLDFLRQH V H [L V W H Q W H V S R U i U H D G H S D U
W D P H Q W R \ U H V S R Q D E O H W D Q W R S D U O R V H O U V R V H V W U D
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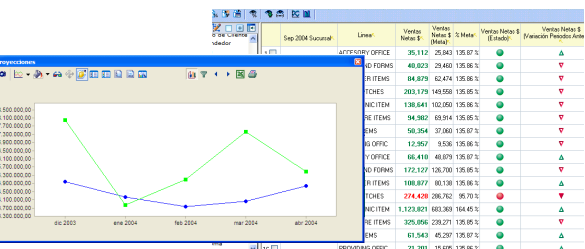


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% , 7 \$ 0 630 LQWHJUD ODV IXQFLRQDOLGDGHV P i V D Y D Q I D
G D V G H O P H U F D G R S D U D H O D Q I O L V L V G H O D L U H D O
V X F R P S D U D F L Y Q F R Q O R V R E M H W L Y R V G H I L Q L G R V V X S U R I H F
F L y Q \ O D J H Q H U D F L Y Q G H V L P X O D F L R Q H V



% , 7 \$ 0 630 OH SHUPLWH D V R F L D U G L F K D V F D S D F L G D G H V G H
D Q i O L V L V D O R V X V X D U L R V I L Q D O H V R G L V W U L E X U O D L Q I R U P D F L y Q
R E W H Q L G D D O R V H O H P H Q W R V G H O D 2 U J D Q L J D F L y Q G H V H D G R V
F R Q D Q i O L G R Z Q W R S E R S W R P H O H S H U P L W L U I O D 6 X L W H G H % , 7 \$ 0 H V W i G H V D U U
S U R I X Q G L J D U K D V W D O R V Q L Y H O H V O F F S R U D W D R G S D I D W F Q R D G H L Q G R Z V 8 Q L [L
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/ D 6 X L W H G H % , 7 \$ 0 S U R Y H H F R Q H F W L Y L G
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E O H F L H Q G R W D U H D V D V L J Q D Q G R U H V S R Q V D E O H V H W F
S H U P L W L U I O D V D V 3 0 H V W D V R O X F L R Q H V
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\ O D H Y R O X F L y Q G H O R V R E M H W L Y R V G H Q H J R F L R O H S H U P L W L U I
W H Q H U H O F R Q W U R O W R W D O G H O D R S H U D W L Y D V L Q S H U G H U O D S H U V
S H F W L Y D H V W U D W p J L F D

