

LATAM - RANKING

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BASES PARA LA ELABORACIÓN DEL RANKING LATAM

- A partir de 2018, las empresas LATAM dispondrán de un Ranking de Empresas
- Se han designado 12 KPIs para su valoración
- Cada empresa conseguirá puntos en cada KPI
- La suma de todos los puntos conseguidos designará el ganador
- **GANADOR:** La empresa con menor número de puntos



KPI 1 – NET SALES EXTERNAL YTD IN TEUR

BR-Würth Brazil	73.460	1
CL-Würth Chile	23.218	2
AR-Würth Argentina	18.411	3
MX-Würth Mexico	18.025	4
UY-Würth Uruguay	9.049	5
CO-Würth Colombia	6.892	6
DO-Würth Dominicana	6.038	7
PE-Würth Perú	5.144	8
PA-Würth Panamá	4.853	9
CR-Würth Costa Rica	1.908	10

I  SALES



KPI 2 – SALES GROWTH EXTERNAL YTD IN %

MX-Würth Mexico	24,0%	1
AR-Würth Argentina	21,2%	2
CR-Würth Costa Rica	14,4%	3
UY-Würth Uruguay	9,0%	4
DO-Würth Dominicana	8,5%	5
BR-Würth Brazil	8,3%	6
CO-Würth Colombia	8,1%	7
CL-Würth Chile	7,3%	8
PE-Würth Perú	0,9%	9
PA-Würth Panamá	-0,2%	10



KPI 3 – OPERATING RESULT IN % TOTAL YTD

CL-Würth Chile	13,0%	1
UY-Würth Uruguay	6,7%	2
CO-Würth Colombia	5,3%	3
MX-Würth Mexico	4,9%	4
DO-Würth Dominicana	3,6%	5
AR-Würth Argentina	1,0%	6
PE-Würth Perú	0,4%	7
CR-Würth Costa Rica	-1,9%	8
BR-Würth Brazil	-3,7%	9
PA-Würth Panamá	-22,3%	10



KPI 4 – SALES PER ADM EXTERNAL YTD IN EUR

UY-Würth Uruguay	7.112	1
CL-Würth Chile	6.066	2
BR-Würth Brazil	5.519	3
AR-Würth Argentina	5.153	4
PA-Würth Panamá	5.057	5
CR-Würth Costa Rica	4.029	6
DO-Würth Dominicana	3.786	7
PE-Würth Perú	3.663	8
CO-Würth Colombia	3.295	9
MX-Würth Mexico	2.722	10



KPI 5 – ORDERS PER ADM AND DAY EXTERNAL YTD

UY-Würth Uruguay	2,4	1
BR-Würth Brazil	1,6	2
CR-Würth Costa Rica	1,6	2
CL-Würth Chile	1,5	4
CO-Würth Colombia	1,4	5
PA-Würth Panamá	1,3	6
AR-Würth Argentina	1,2	7
MX-Würth Mexico	1,2	7
DO-Würth Dominicana	1,2	7
PE-Würth Perú	1,2	7



KPI 6 – ORDER LINES PER ADM AND DAY EXTERNAL YTD

BR-Würth Brazil	8,6	1
UY-Würth Uruguay	8,4	2
CL-Würth Chile	5,4	3
AR-Würth Argentina	5,0	4
CO-Würth Colombia	4,3	5
DO-Würth Dominicana	4,0	6
CR-Würth Costa Rica	4,0	6
MX-Würth Mexico	3,9	8
PA-Würth Panamá	3,5	9
PE-Würth Perú	3,2	10



KPI 7 – CUSTOMER BALANCE PER ADM EXTERNAL YTD

MX-Würth Mexico	0,8	1
CR-Würth Costa Rica	0,8	1
CO-Würth Colombia	0,7	3
DO-Würth Dominicana	0,7	3
PE-Würth Perú	0,7	3
CL-Würth Chile	0,6	6
AR-Würth Argentina	0,5	7
UY-Würth Uruguay	0,3	8
BR-Würth Brazil	0,1	9
PA-Würth Panamá	-0,9	10

We  our customers



KPI 8 – ACTIVE CUSTOMERS PER ADM AND MONTH EXTERNAL YTD

BR-Würth Brazil	108	1
AR-Würth Argentina	90	2
UY-Würth Uruguay	80,4	3
CO-Würth Colombia	74,2	4
CR-Würth Costa Rica	62,7	5
PE-Würth Perú	61,6	6
CL-Würth Chile	59,6	7
MX-Würth Mexico	58,9	8
PA-Würth Panamá	56	9
DO-Würth Dominicana	45,6	10



KPI 9 – COLLECTION DAYS TOTAL

MX-Würth Mexico	60,3	1
CL-Würth Chile	62,8	2
BR-Würth Brazil	66,2	3
AR-Würth Argentina	68,8	4
UY-Würth Uruguay	73,7	5
DO-Würth Dominicana	74,7	6
CO-Würth Colombia	80,6	7
PA-Würth Panamá	88,2	8
CR-Würth Costa Rica	89	9
PE-Würth Perú	89,9	10



KPI 10 – STOCK TURNOVER MERCHANDISE TOTAL

BR-Würth Brazil	2,8	1
MX-Würth Mexico	2,3	2
DO-Würth Dominicana	2,3	2
PA-Würth Panamá	2,3	2
CL-Würth Chile	2,1	4
PE-Würth Perú	2,1	4
UY-Würth Uruguay	2,0	6
CO-Würth Colombia	2,0	6
AR-Würth Argentina	1,9	8
CR-Würth Costa Rica	1,8	9



KPI 11 – STAFF TURNOVER PER ADM

CL-Würth Chile	21,6%	1
UY-Würth Uruguay	22,9%	2
BR-Würth Brazil	25,6%	3
DO-Würth Dominicana	30,5%	4
PA-Würth Panamá	35,5%	5
MX-Würth Mexico	36,6%	6
AR-Würth Argentina	38,7%	7
CO-Würth Colombia	42,8%	8
PE-Würth Perú	44,8%	9
CR-Würth Costa Rica	63,6%	10



KPI 12 – RATIO ADM PER IDM

MX-Würth Mexico	5,0	1
CL-Würth Chile	4,7	2
PE-Würth Perú	4,5	3
BR-Würth Brazil	4,3	4
DO-Würth Dominicana	4,3	4
CO-Würth Colombia	4,0	6
PA-Würth Panamá	4,0	6
UY-Würth Uruguay	3,6	8
AR-Würth Argentina	3,3	9
CR-Würth Costa Rica	3,3	9



CÁLCULO DEL RANKING

Position	Company	Net Sales in TEUR	Sales Growth in %	Operating Result in %	Sales per ADM	Orders per ADM and day	Order lines per ADM and day	Customer Balance per ADM	Active Customer per ADM and Month	Collection Days	Stock Turnover Merchandise	Staff Turnover per ADM	Ratio ADM / IDM	TOTAL
1	CL-Würth Chile	2	8	1	2	4	3	6	7	2	4	1	2	42
2	BR-Würth Brazil	1	6	9	3	2	1	9	1	3	1	3	4	43
3	UY-Würth Uruguay	5	4	2	1	1	2	8	3	5	6	2	8	47
4	MX-Würth Mexico	4	1	4	10	7	8	1	8	1	2	6	1	53
5	AR-Würth Argentina	3	2	6	4	7	4	7	2	4	8	7	9	63
6	DO-Würth Dominicana	7	5	5	7	7	6	3	10	6	2	4	4	66
7	CO-Würth Colombia	6	7	3	9	5	5	3	4	7	6	8	6	69
8	CR-Würth Costa Rica	10	3	8	6	2	6	1	5	9	9	10	9	78
9	PE-Würth Perú	8	9	7	8	7	10	3	6	10	4	9	3	84
10	PA-Würth Panamá	9	10	10	5	6	9	10	9	8	2	5	6	89



RANKING: WINNER YTD DICIEMBRE 2017

Position	Company	TOTAL
1	CL-Würth Chile	42
2	BR-Würth Brazil	43
3	UY-Würth Uruguay	47
4	MX-Würth Mexico	53
5	AR-Würth Argentina	63
6	DO-Würth Dominicana	66
7	CO-Würth Colombia	69
8	CR-Würth Costa Rica	78
9	PE-Würth Perú	84
10	PA-Würth Panamá	89

