



# B-Pro

GROWING BUSINESS

*You want to grow, be Pro*

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**B-Pro**  
GROWING BUSINESS

# About B-PRO

## OVERVIEW

B-Pro Growing Business is an innovative Sales Representative firm and Electronic Design Services provider oriented to the Electronic Components market.

Located in Guadalajara MX and comprised by a multitalented team with complementary skills, ages and backgrounds.

We develop new business from design conception to mass production for our represented manufacturers and expand their current footprint in the new designs done in Mexican territory. Our line card it is planned to bring added value to all our customers with complementary technologies that will fit perfectly for their applications, quality expectations and targeted price.

Also B-Pro team coordinates global negotiations, business transfers and projects going to mass production, taking the ownership of the customer service and fulfillment to reinforce the local presence of our brands.

## MISSION

Our mission is to Increase our principals' profitability by creating tight communication channels with the customers, expedited technical support, demand creation and management effectiveness of the sales team along with the design cycles and projects life time.





# B-PRO Central Office

B-PRO Growing Business office is located in the 21st floor of the corporate building of PUNTO SAO PAULO, the heart of the financial district of Guadalajara; providing to our team the best atmosphere and motivation as well as keeping an impeccable perception of high business class of our principals to all our customers.

PUNTO SAO PAULO, the first completely integrated multipurpose project in the city, which includes NH Collection & Fiesta Americana Grand hotels, shops, restaurants, movie theaters, casino, adequate parking and a heliport, in front of the Guadalajara Country Club, in the heart of the financial district of Guadalajara.

B-PRO's offices are completely furnished with elegant meeting rooms, equipped with video conference room, lunch room, lounge meeting rooms staffed by a professional work force ready to assist you during your visits.

Av. De las Américas 1545 Piso 21  
Punto Sao Paulo  
Colonia Providencia,  
Guadalajara, Jalisco, MX  
C.P. 44630



# B-PRO's offices

- Central office located in the in the financial district of the Mexican Silicon Valley, Guadalajara.

Ave Americas 1545 floor 21st  
Punto Sao Paulo  
Col. Providencia  
Guadalajara, Jal. MX.  
Phone: +52 (33) 8000-0151  
(right image)

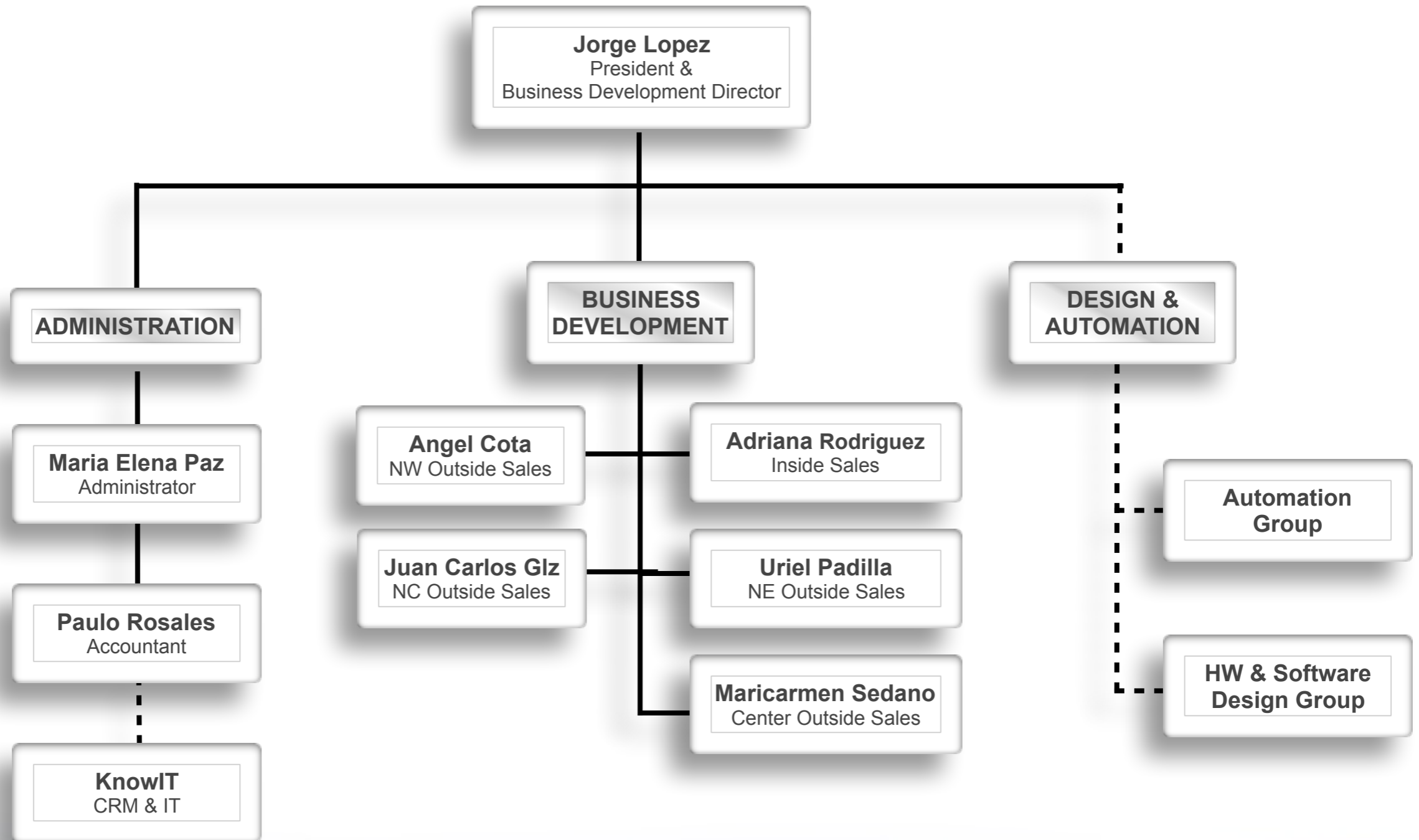
- Branch office in Hermosillo, Sonora & Juarez, Chihuahua

- Virtual office in Monterrey, N.L., Queretaro, QRO, Mexico City and Tijuana.





# Organization Chart



# Outside Sales Coverage

**NORTH WEST - Angel Cota**  
Baja California  
Sonora

**NORTH CENTRAL - Juan Carlos Gonzalez**  
Chihuahua  
Durango

**NORTH EAST - Uriel Padilla**  
Coahuila  
Tamaulipas  
Nuevo Leon

**CENTER - Uriel  
& Maricarmen**

Jalisco  
Aguascalientes  
Zacatecas  
Mexico city  
Edo de Mexico  
Queretaro  
Hidalgo  
Puebla  
Guanajuato



# Sales Representation Services

## DEMAND CREATION

Our primary efforts are focused to generate new business at the conceptual design stage of our customers, it is here where we have been successful and the probabilities to take it to mass production and keep the business are bigger.

Also we get design registrations with excellent results during redesigns, design to cost, DFMs improvements and others competitiveness strategies that we drive through our customers.

## FULFILLMENT

According to your needs, we make available our Inside Sales and Customer Services that embrace awards honoring, forecasting, business transfer, PO placing, business shares, customer service, quality issues, supply chain and logistics support.

## MARKETING

Our marketing strategies are implemented according to the brand positioning of our principals. We coordinate the Market positioning campaigns, Competitors position analysis, Sponsorship for special events, Seminars, Won and Lost Business Cases Analysis.





# CRM & Software Tools

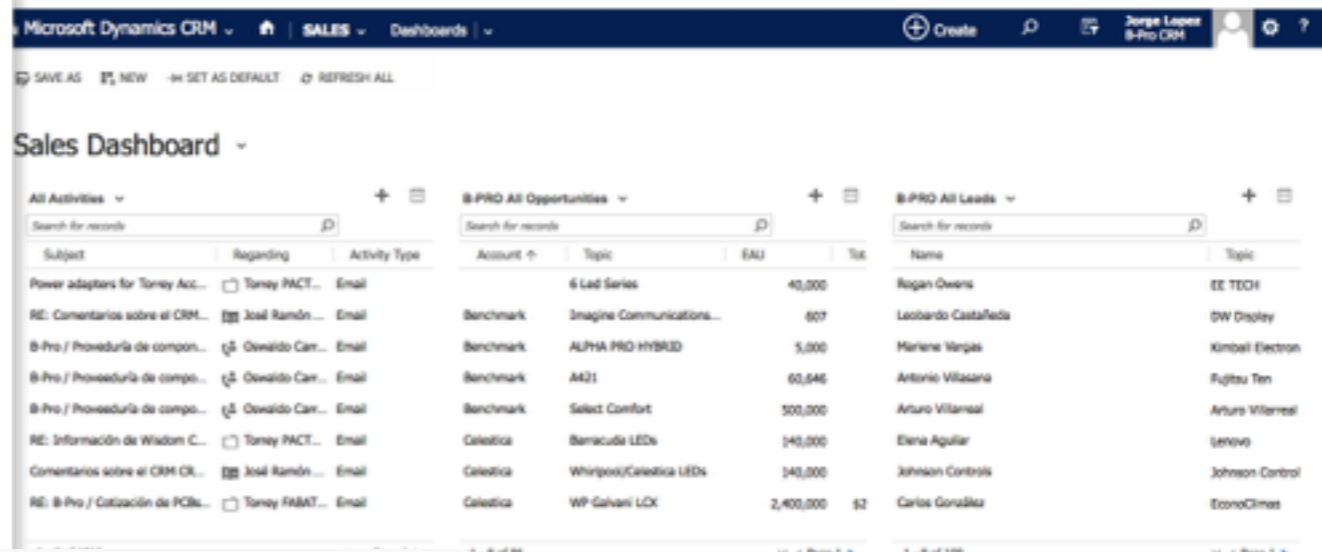
B-PRO has Enterprise license of Microsoft 365 and CRM Dynamics to have real time information directly from the field and available everywhere.

All our records are kept in the cloud using Microsoft Exchange Servers, so as long as we have access to internet our sales team can reach valuable information to promote your products, follow up projects and request samples for a new design.

Our CRM allow us to provide you feedback with real time information, backed up with graphs and reports easy to understand and follow up. Every month we do business review with our principals to align the efforts of our team to your target. B-PRO has internal weekly meetings to monitor accurately the process of every region.



# CRM & Software Tools



**B-PRO All Opportunities**

Account	Topic	EAU	Total Amount	End Customer	Potential Chs	Process Stage	Status
Benchmark	Imagine Communications...	607	\$190.00	Imagine Comm...	Benchmark	70% - Manuf...	In Progress
Benchmark	ALPHA PRO HYBRID	5,000	\$2,470.00	Bally	Benchmark	80% - Pilot Run	In Progress
Benchmark	A421	60,646	\$4,912.00	Johnson Control	Benchmark	80% - Pilot Run	In Progress
Benchmark	Select Comfort	500,000	\$80,000.00	Select Comfort	Benchmark	100% - Mass Pr...	Cancelled
Celestica	Barracuda LEDs	140,000	\$96,240.00	Whirlpool	Celestica	100% - Mass Pr...	Out-Sold
Celestica	Whirlpool/Celestica LEDs	140,000	\$98,200.00	Whirlpool	Celestica	100% - Mass Pr...	Out-Sold
Celestica	WP Galvani LCK	2,400,000	\$2,761,000.00	Whirlpool	Celestica	70% - Manuf...	Cancelled
Crotec	Transparent display fridge		\$0.00	Crotec	Crotec	10% - Concept	In Progress
Crotec	LED Strips Crotec		\$0.00	Crotec	Crotec	10% - Concept	In Progress
Crotec	Back bar	2,000	\$0.00	Crotec	Crotec	10% - Concept	In Progress
Crotec	Ticker	5,000	\$500,000.00	Crotec	Crotec	10% - Concept	Cancelled
Crotec	Big format transparent dis...	20,000	\$20,000,000.00	Crotec	Crotec	10% - Concept	In Progress
Daewoo	Boer2	20,000	\$22,400.00	Daewoo	N/A	20% - Design	Cancelled
Daewoo	Boer1		\$17,000.00			10% - Concept	Out-Sold
Erad Technolog...	0603 LEDs for membranes	36,000	\$30,312.00	Erad	N/A	80% - Pilot Run	Cancelled
EXPERTIS	LUCAS water meter	40,000	\$72,200.00	Cicase	Intel	10% - Concept	In Progress
Fluoronica Aqua...	Axis	18,000	\$154,440.00	Axis	Fluoronica	10% - Concept	Cancelled
Fluoronica Aqua...	Numeror	18,000	\$361,200.00	Axis	Fluoronica Aps	60% - Negotiat...	Out-Sold
Fluoronica GDL	Whirlpool	1,168,456	\$0.00	Whirlpool		100% - Mass Pr...	In Progress
FreeScale	Bluetooth-reference design		\$0.00	N/A	N/A	40% - Prototyp...	In Progress





# Strategic Customers





# Strategic Customers



# Line card



[www.songchuanusa.com](http://www.songchuanusa.com)



[www.evergreencpusa.com](http://www.evergreencpusa.com)



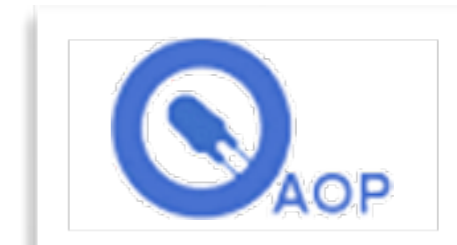
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# Line card



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Electromechanical Relays  
Automotive Relays  
Industrial Relays  
Ultra miniature Relays



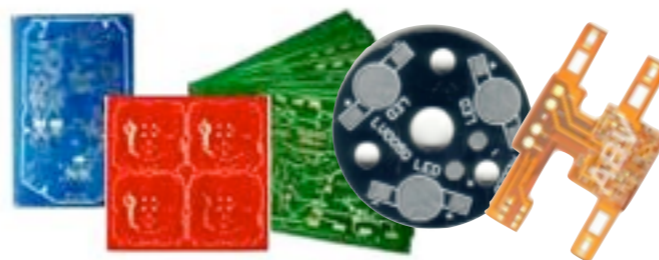
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Common Node Chokes, Ferrite, LAN  
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# Line card



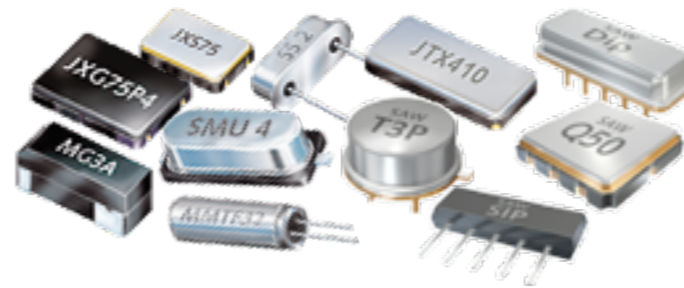
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Alkaline & Alkaline High Power  
Lithium Cylindrical and Coin Cells  
Nickel Cadmium, Nickel Metal  
Silver Oxide, Zinc Chloride



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Quartz Crystals  
Automotive Crystals  
Quartz Crystals Oscillators  
Saw Filters  
Saw Resonators

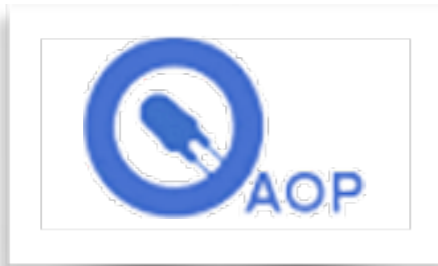


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7 Segment Displays  
TN/STN, FSTN Displays  
IBN, ISTN, DSTN, ESTN, CSTN Displays  
BCD, COG, COB, TFT Displays  
Automotive Displays

# Line card



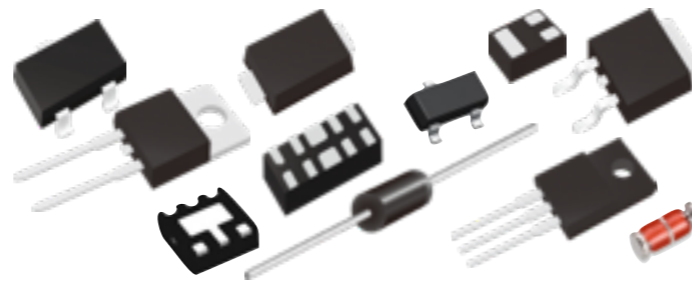
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Segment, Dot matrix Displays  
PTH, SMD, PLCC, LED lamps  
High Power LED, Super flux LED  
LED Backlight, Clusters, Holders  
LED Lighting Bulb Replacements



[www.panjit.com](http://www.panjit.com)



SiC Schottky diodes, Rectifiers,  
Ultrafast Recovery, Bridge Diodes  
Zener, FRED, MOSFETs, Bipolar  
Junction Transistors, ESD  
Protection Diodes

# Summary

- ⤴ B-Pro main office is located in the Mexican Silicon Valley, Guadalajara with regional offices in the main cities of the Electronic Industry of Mexico.
- ⤴ Highly trained Management with MBA and Master in Electronic Design.
- ⤴ Vertically integrated technologies to offer the best solutions to our customers.
- ⤴ Outsides with engineering degree.
- ⤴ We always try to exceed principal's and customer's expectations with tangible results.
- ⤴ Hardware, software, mechanical, and automation design capabilities.
- ⤴ Wide customer base, over 100 customers around 5 regions of Mexico.
- ⤴ Broad product knowledge and Professional network at all levels.
- ⤴ Database 100% in the cloud, accessible from anywhere to allow our team to be connected and synchronized all the time.
- ⤴ Office 365 Enterprise + Microsoft Dynamics CRM (customized for B-PRO)
- ⤴ Well established strategies for Demand Creation, Fulfillment & Marketing.
- ⤴ Robust expertise on Demand Creation based upon Design registrations, Design to cost, AVL conversion, DFMs and technical qualifications.
- ⤴ Tier 1, 2 and 3 current customers from CMs to OEM accounts.
- ⤴ Valuable experience with Mechanical, Analog, Digital, Discrete, MCUs, Displays, ASICs, Magnetics, Connectors, Fasteners, Wiring, Lighting, Electromechanical, Sensors and Contract manufacturers.



# Contact Us

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Development Director

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