



BUSINESS CURRICULUM

YOUR BEST CHOICE IN FASHION

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FOR MORE INFORMATION: 479 135 0383



MAYOREO
.MODA

SPECIALIZED IN THE FASHION INDUSTRY

SALE OF LEATHER GOODS

DESIGN, MANUFACTURING AND MARKETING

¿WHAT IS DIFACO?

The word Difaco is made up of 3 words:

Design:

Creative activity that aims to design objects that are useful and aesthetic.

Manufacturing:

Process in which certain resources (raw materials, labor, capital energy) are transformed into goods and services.

Marketing:

It is the set of actions and procedures to effectively introduce products into the distribution system. Consider planning and organizing the activities necessary to position a merchandise or service so that consumers know it and acquire it.



PRESENCE

- ✚ More than 15,000 consumers.
- ✚ More than 35 producers.
- ✚ 23 collaborators and we continue to grow.
- ✚ Agreements with the 5 most important parcel companies in the country
- ✚ Shipping to all of Mexico, The United States, Canada and Latin America

BUSINESS PHILOSOPHY

- **MISSION** We are a Mexican company, dedicated to the design, manufacturing and marketing of leather goods products with high turnover with the following focus:

- **GOALS FOR OUR CLIENTS:**

Helping people around the world achieve their goals and exceed their current income through fashion accessories of excellent quality, easy turnover and viable prices.

- **GOALS FOR OUR PRODUCERS:**

Contribute to the growth of each of our producers and encourage them to increase their productivity, reduce their costs and improve their quality standards to bring their products and creations to the international market.

- **GOALS FOR OUR EMPLOYEES:**

Develop a culture of professionalism, productivity and extraordinary results, which becomes a way of life for each of the collaborators and is reflected in all areas of their lives.

VISION AND VALUES: At DIFACO MAYOREO MODA we work every moment to improve and systematize our processes to provide the standard of service higher than expected, always focusing on each collaborator, regardless of their position, being ethical, having a high level of responsibility and their performance being focused on solving and improving its functions, to be a model and reference in the fashion industry for our standards of ethics, professionalism, response times and speed in the service we offer, that is our work philosophy. We seek to be a source of prosperity and expansion, which always drives the growth of Clients, Producers and Collaborators.

OUR DEPARTMENTS

STORE:

- Reception of merchandise in optimal conditions.
- Merchandise stored in order, labeled and with the best quality for sale.
- Warehouses in order and clean for the service of other areas.
- Departure of merchandise from warehouse to shipment in excellent conditions.
- Well-squared merchandise inventories.
- Report on merchandise replenishment to purchases.



DESIGN AND MANUFACTURING:

- Manufacturing and design development
- Detection of opportunities for our products in the market
- Analysis and strategy to create a profitable and successful product.
- Planning, development and creation of the commercial offer
- Structured approach to creating visual solutions



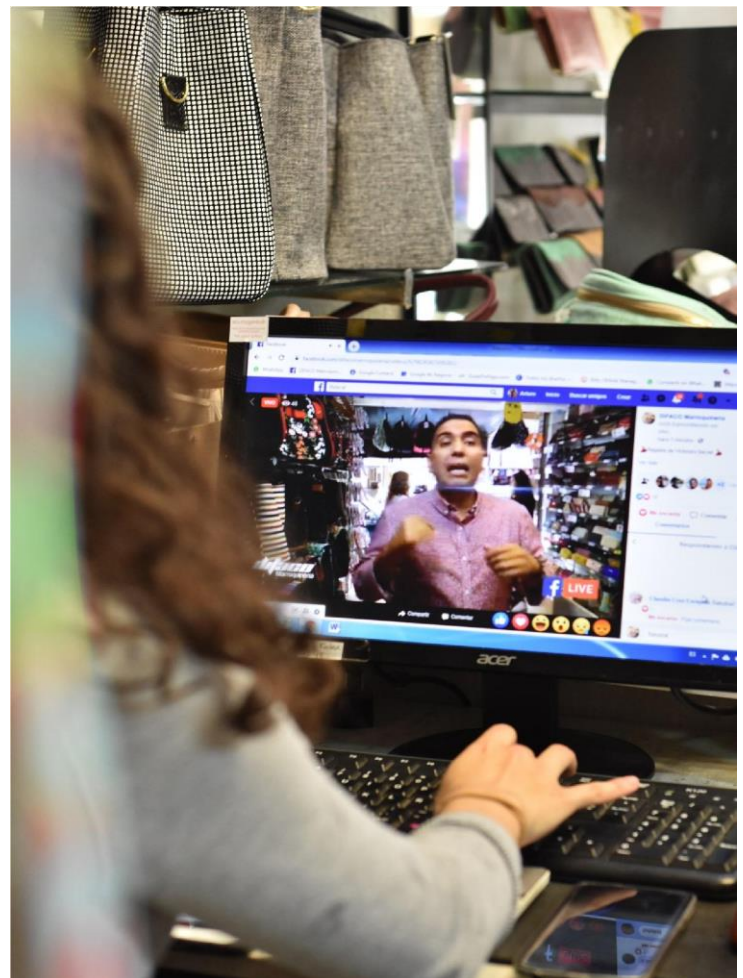


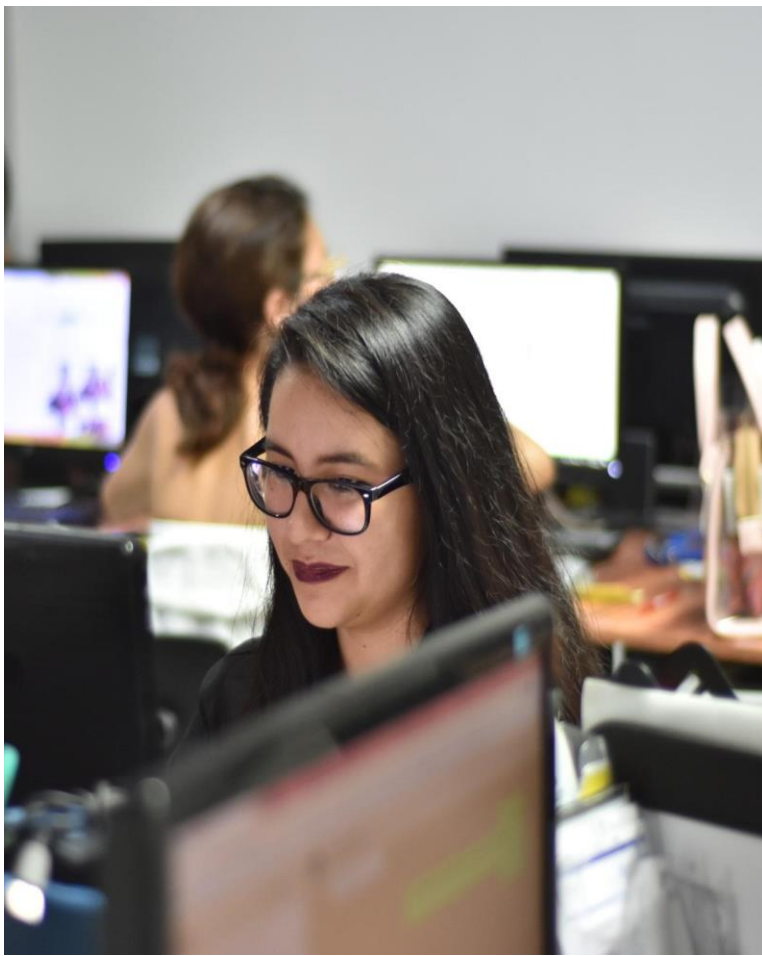
MARKETING:

- Upload content to our social networks.
- Attract new clients.
- Upload eye-catching content for the public.
- Support our clients in advertising their business.

FILTRATION:

- Qualified prospects
- Customer closures by sales agents
- Good customer service
- Re contact clients
- Accurate information to customers
- Good response time on messages





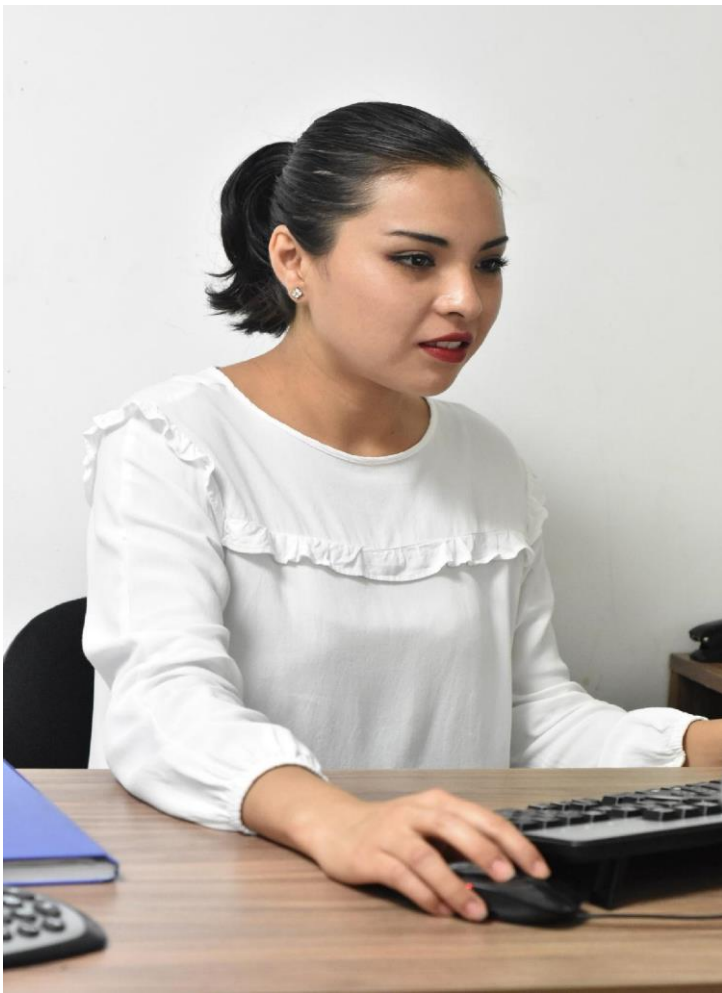
SALES:

- Contact new clients
- Re-contact frequent clients, captives, etc.
- Supply the merchandise sold.
- Calls to clients.
- Exclusive attention
- Good treatment towards customers

SHIPMENT:

- Reception of complete orders by Warehouse.
- Merchandise quality inspection.
- Labeling, filling, and packaging merchandise for shipment.
- Delivery to corresponding parcel stores.
- Evidence of parcel deliveries



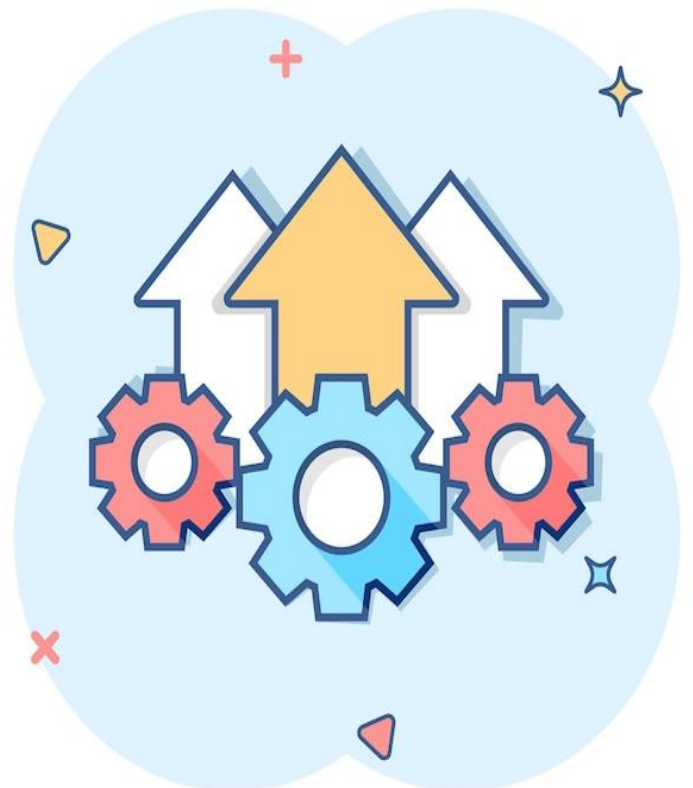


ADMINISTRATION:

- Income
- Egress
- Human Resources
- Quality in processes
- Finance and legal area

QUALITY:

- Continuous improvement focusing on customer service
- Management, inspection, improvement and validation of internal processes
- Quality in our products
- Innovation in service



COURSES FOR STAFF IMPROVEMENT

By joining the Difaco Mayoreo Moda team, you have the opportunity for development and growth, where the staff is constantly receiving training and personal and professional improvement courses that are offered to you.

- These courses focus on various areas, such as: Leadership, Administration, Sales, Finance, among others.
- The main purpose of the training is the continuous improvement of our staff, to encourage them to achieve their goals, to develop their skills to help others and for each member of our team to flourish and prosper.

- The main purpose of the courses and training is to provide staff with tools so that they can be applied in their different areas of life.

Some of the courses:

- Success through service
- Ethics, values and optimal survival
- Efficiency and productivity
- Administration by statistics
- Effective sales techniques
- Leadership and responsibility
- Professionalism and expansion
- TVE sales presentation
- TVE postulates module

SOME OF OUR CERTIFICATIONS AND/OR AFFILIATIONS



COFOCE[®]





MAYOREO
.MODA

DIFACO MAYOREO MODA

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SCHEDULES

Monday to Friday:

9:00 am – 6:30 pm

Saturday:

9:00 am – 4:00 pm

PHONE

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