

# CORPORATE PROFILE



**BPHC**<sup>®</sup>  
Group

we show you the way

# COMMUNICATION

BPHC Group® gathers experts with over two decades of experience, with the sole purpose of creating value at every step. Fed by the bullet proof and solid experience, develops and delivers management tools for all layers of your business, in a high level performance environment.

Through its business skills hub, BPHC Group® is present in several countries, managing investments in several and distinctive key areas, growing at sustainable rhythm, sharing knowledge and value at every initiative. It's with this conscience and behaviour that usually converts our customer in to a true business partner, being in fact a typical feature of our path.

Whether it's the way the customer gets to know your facilities, or the way you address him, how you receive him, how you've drawn your logo, your posture in business, or simply the conduct of your employees, everything is important in the first approach. The perception that the customer has of you, is for him, the reality, because we believe and know that:

THE WAY YOU DO ANYTHING, IS THE WAY YOU DO EVERYTHING, EVEN IF IT IS NOT TRUE

That's why we are specialists in IMAGE and CORPORATE IDENTITY, and why? Because for us IMAGE IS EVERYTHING ELSE and how we do it, therefore all BPHC Group® Products and Services are Added Value Guaranteed.

### BIZ EMBRYO

The BES division (Business Embryo Sector) directly depends on the top of hierarchical structure in order to maintain the greatest impartiality possible, therefore, any initiative created by this division is validated before moving to the implementation by the division more “distant” and “closer” to the Business Units area, or in other words, the Operations area.

The BES division is responsible for the first approach to any concept and to rule over the viability (conceptual) of a new business idea or an existing business that still needs to be “reinvented”, as it is usual nowadays.

### GOLD TEAM

Our Human Capital is, in fact Our Gold. Without the unconditional commitment and full trust of the team behind the BPHC Group® name, we couldn't have achieved all our value. The most famous common characteristic among us is without the smallest doubt, the passion that everyone applies to everything we do.

No one is isolated and everyone helps and cares at every step of any project. Our work culture is based on a completely transversal policy of sharing knowledge, and humbly defending the proportional method of helping everyone with everything. This golden team consists in the actual Power Hub, that improves business and materializes the corporation.

### BPHC LABS

BPHC Labs in a in-house business unit and it combines a team of technology specialists with the aim of improving and modernizing all technological aspects of the BPHC Group®.

Since it's an in-house department, BPHC Labs is focused on improving and excelling BPHC Group® technological systems, updating whenever necessary and creating new support platforms for the organization.

## CORE VALUES



CSR is a matter of paramount importance to the BPHC Group® we will never cease to be a continuous path and conscious investment. On the subject of social responsibility we want, above all, measure tangible and concrete results on the return of our initiatives.

Of this attitude towards the quality of the role we play, we have created the project pequeno maior Foundation® that although is written in lowercase, contains within itself two "uppercase" aspects that serve two purposes of equal importance, with the common goal of fighting "for the child's quality of life".

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



### QUALITY COMMITMENT POLICY

All BPHC Group® business units bind themselves to promote the **Quality Commitment Policy**. Whether by the work method, always supported in the Deming cycle, or PDCA model, **Plan-Do-Check-Act**, or by the way we face professionalism and feel responsibility to the customer.



### GUARANTEED ADDED VALUE PRODUCT

We always welcome your valuable criticism and closely watch your **level of satisfaction** with our services at all times. We know that the path is made walking and we want to always walk beside you, therefore we proud ourselves to offer **Guaranteed Added Value Products and Services**.



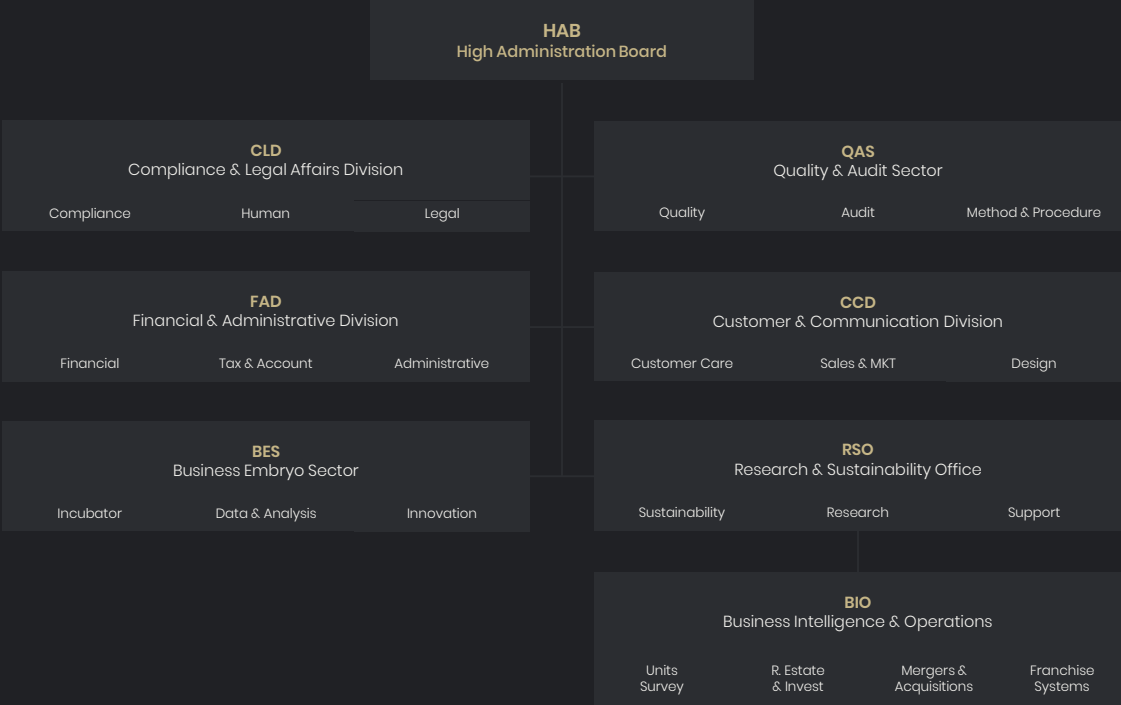
### ENVIRONMENTAL PROTECTION POLICY

Any **procedures** implemented are followed by a strong environmental awareness, from the way one communicates supported by digital **tools**, such as the very design of the content itself, such as a black background in a presentation, dissuading factor of the instinct to print, resulting in a clear Environmental Protection Policy.

# ORGANIZATION STRUCTURE

CORE VALUES

BUSINESS UNITS





**CRITERIUS CONSULTING**

Wide Business Consultancy  
& Innovation

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



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**GARAGEM DO BAIRRO**

Exclusive Maintenance  
Auto Club Franchiser

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**CORPO TÉCNICO**

Project, Design, Construction &  
Site Survey

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

## CLIENTS & BUSINESS PARTNERS



## CONTACTS

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