





# THE PRECON GROUP





# SCENARIO





50 YEARS





# TRADITIONAL MANAGEMENT







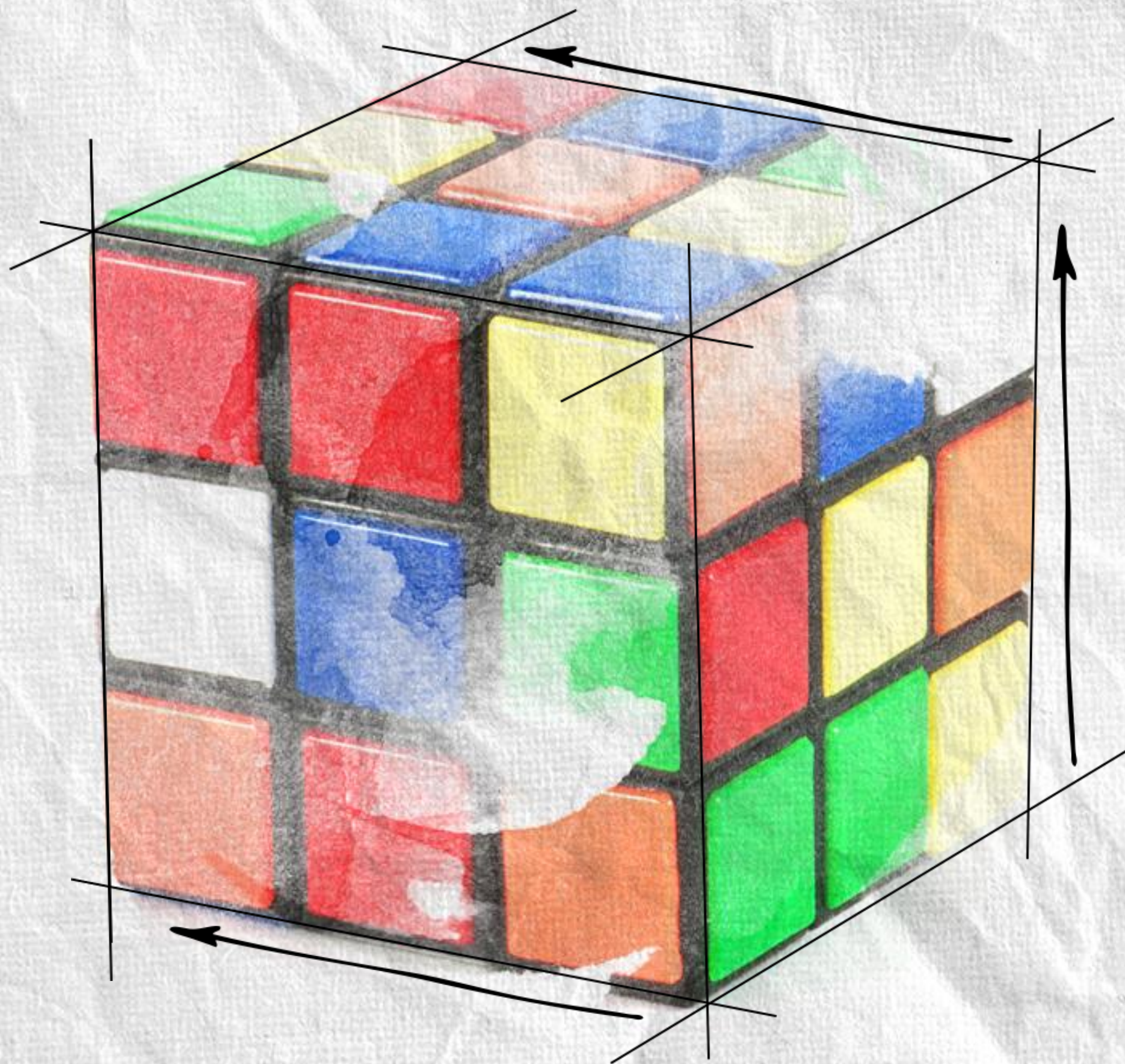
# PRECAST STRUCTURES



REGIONAL  
LEADERS



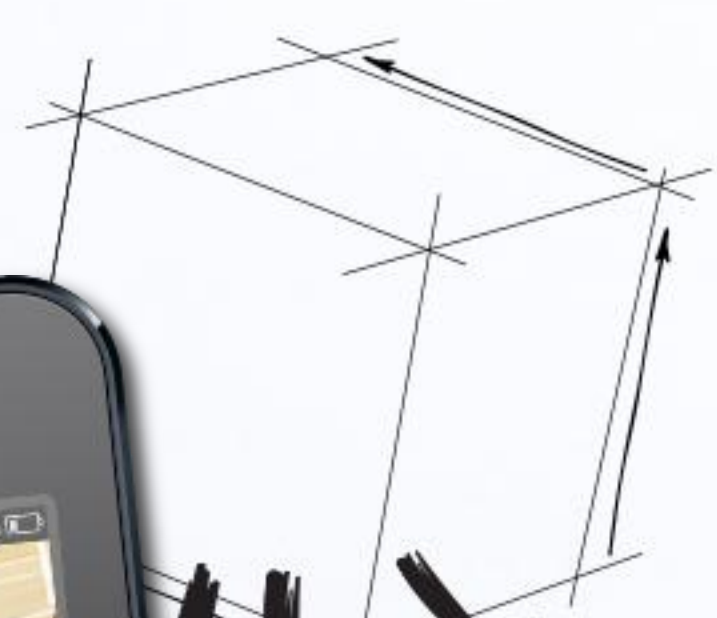




THE

CHALLENGE





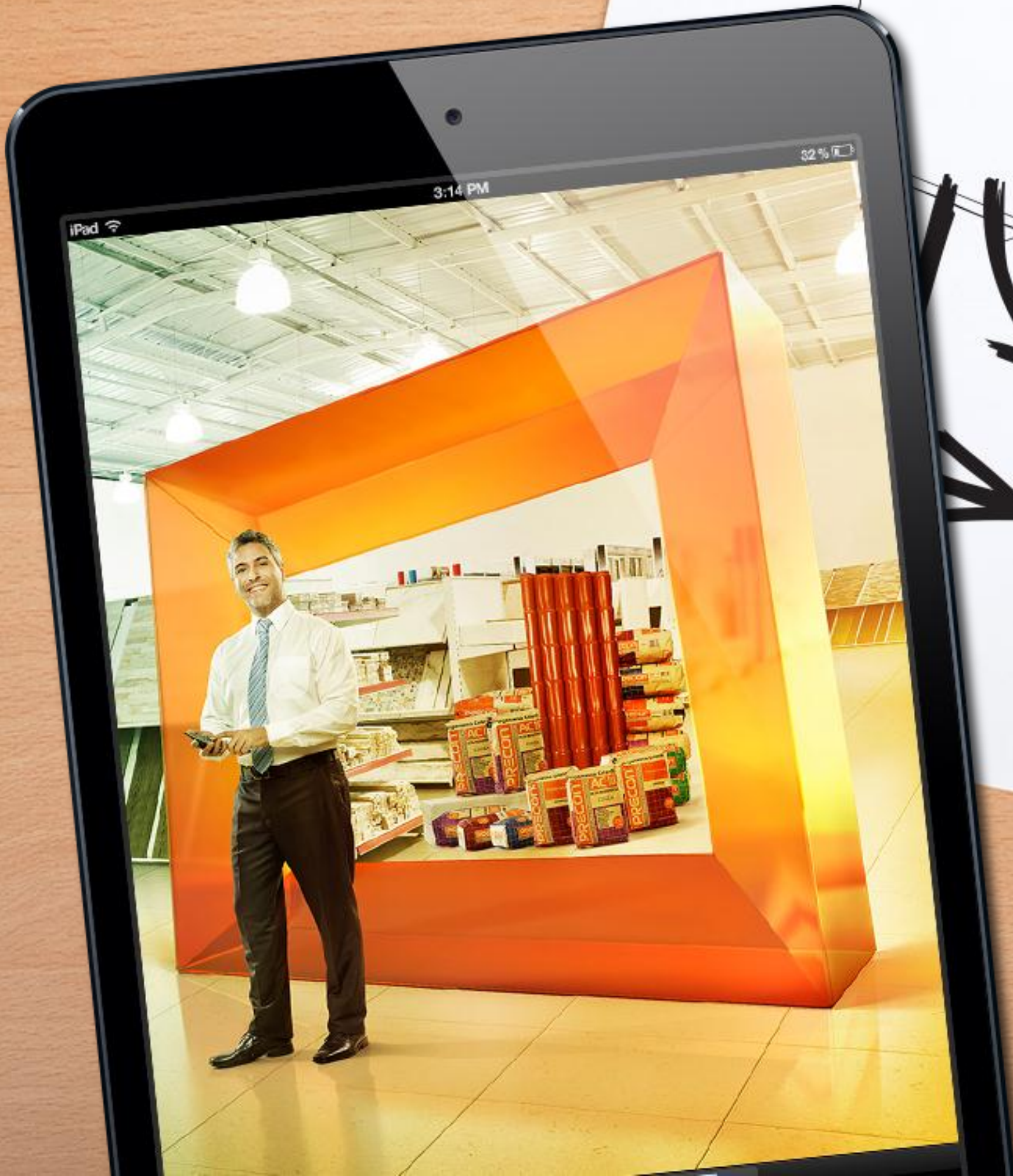
50 years

traditional management

regional leader



**NEW PRODUCT**  
**SUSTAINABILITY**  
**INNOVATION**



3:14 PM 32%

iPad



# HUGE MANAGEMENT

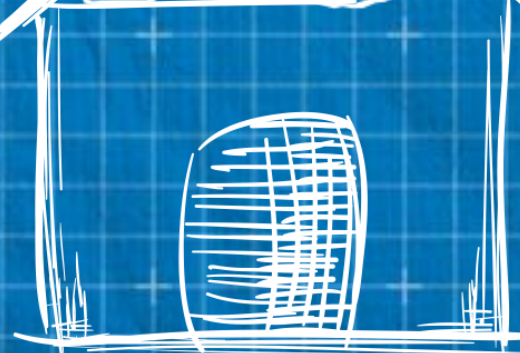
**CHANGE**



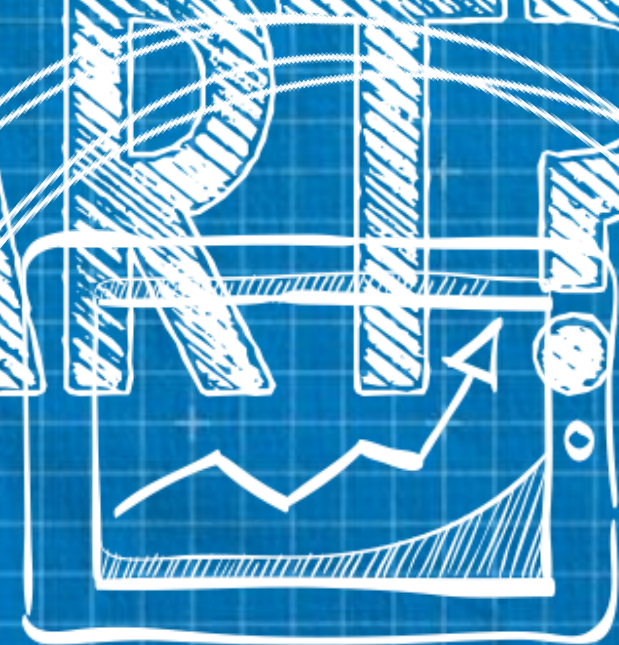
# WHERE TO START



**FINANCES**



**PRODUCT**



**MKT RESEARCH**

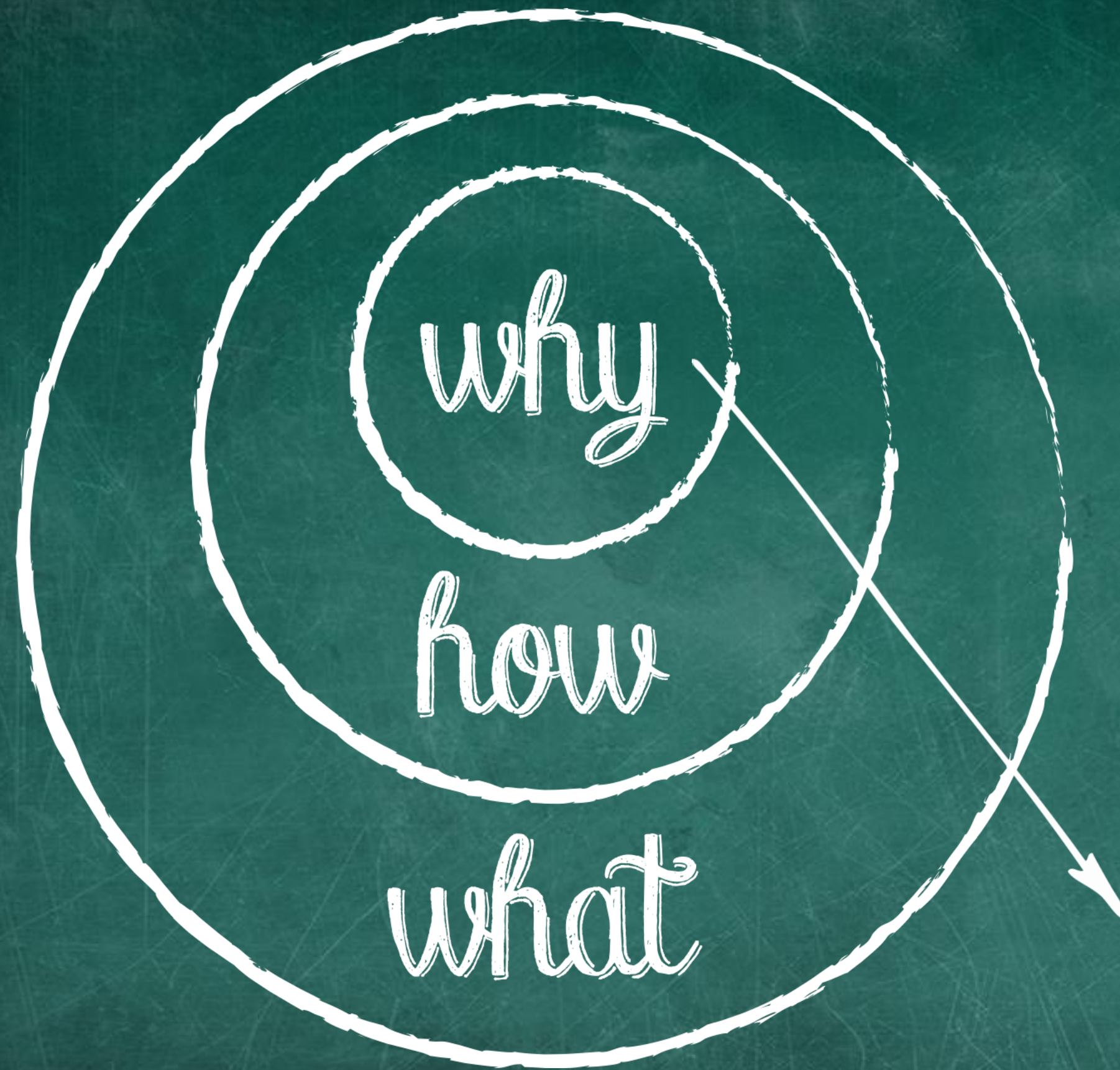


Our Answer

People







communication  
inside out

Purpose



How to get  
through it

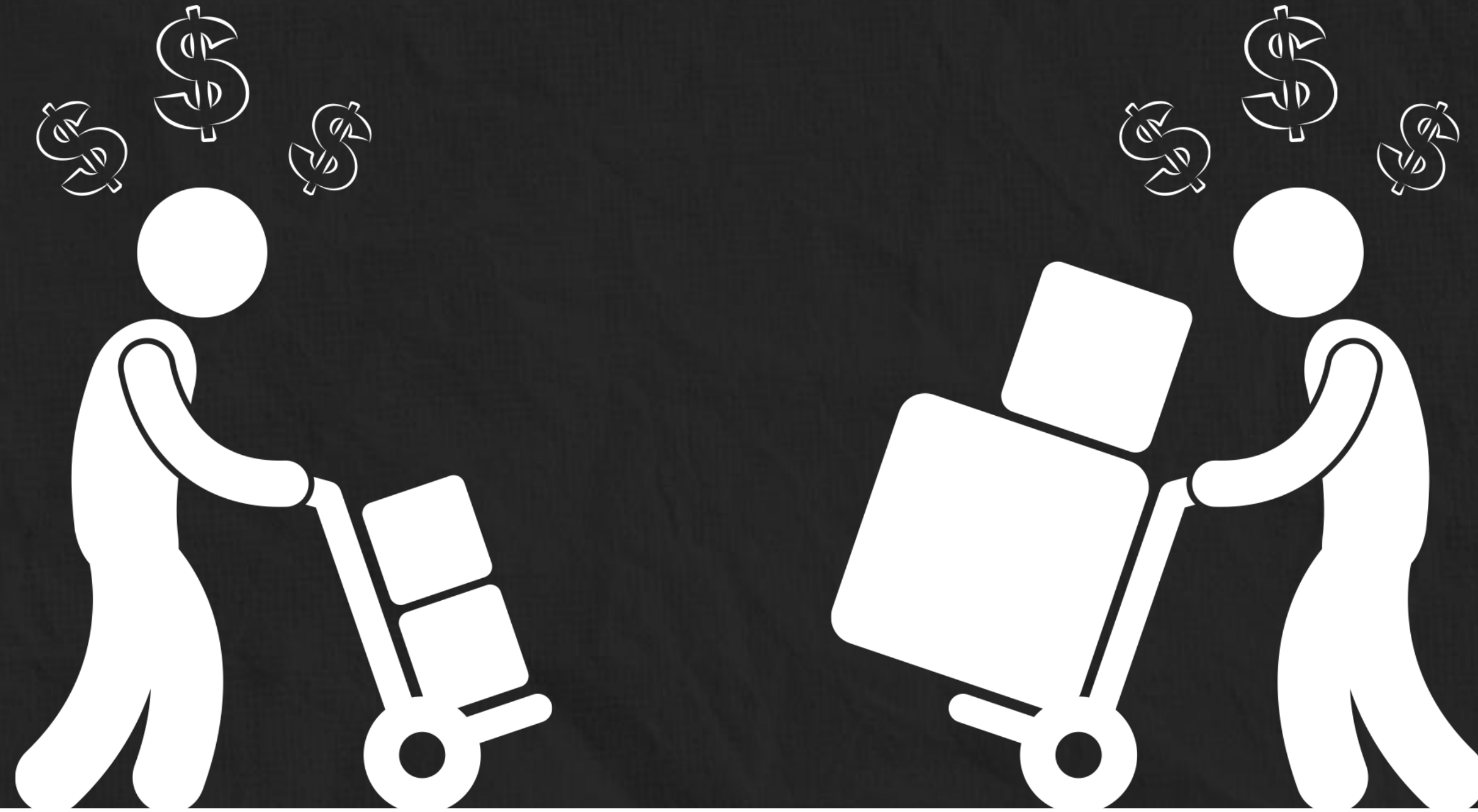


1st Step:  
communication





2nd Step:  
transparency

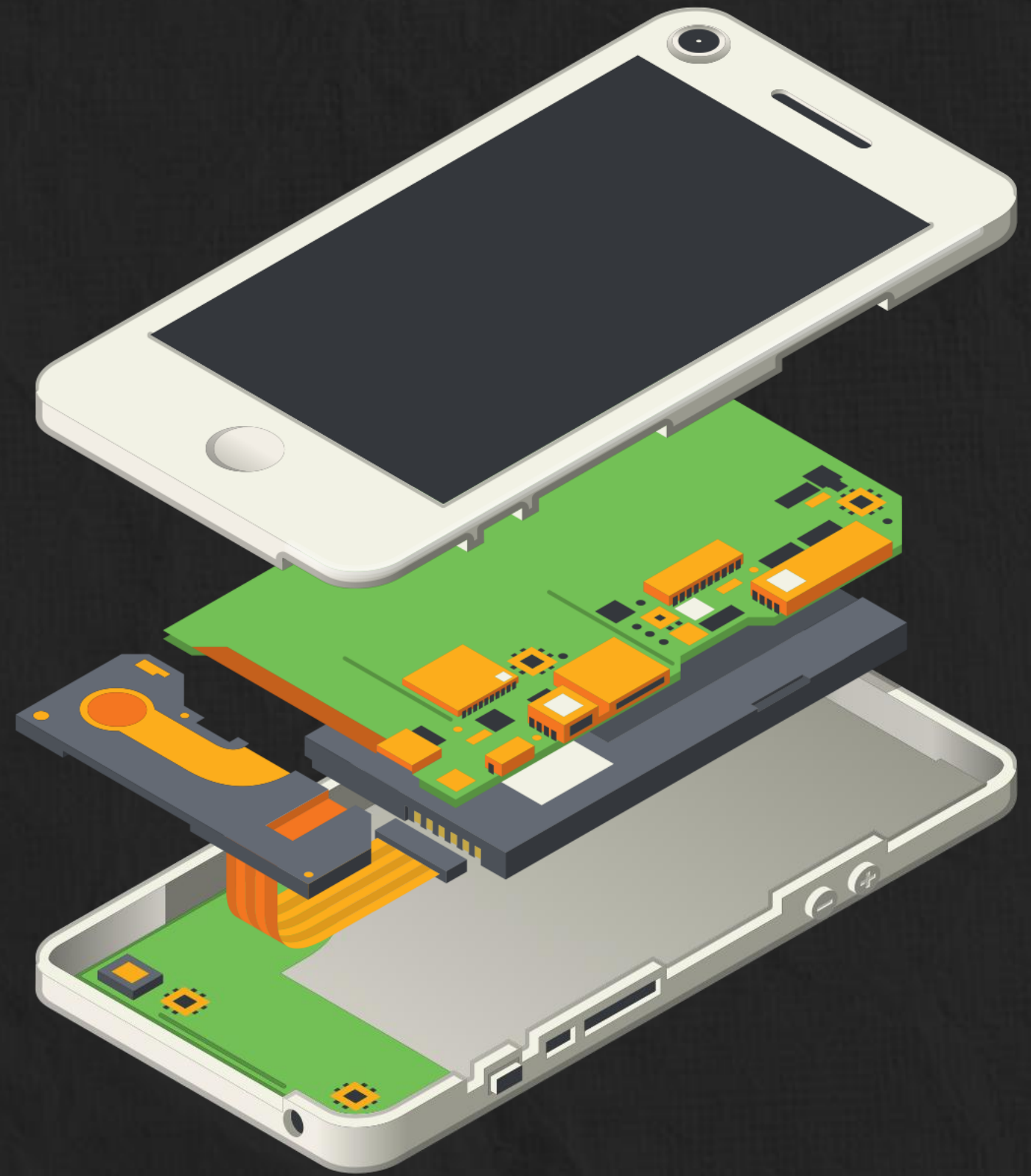


BEFORE

AFTER



3rd Step:  
tranquility  
"STEP BY STEP"







4th Step:  
Fail Fast



**WHAT  
WE DID?**

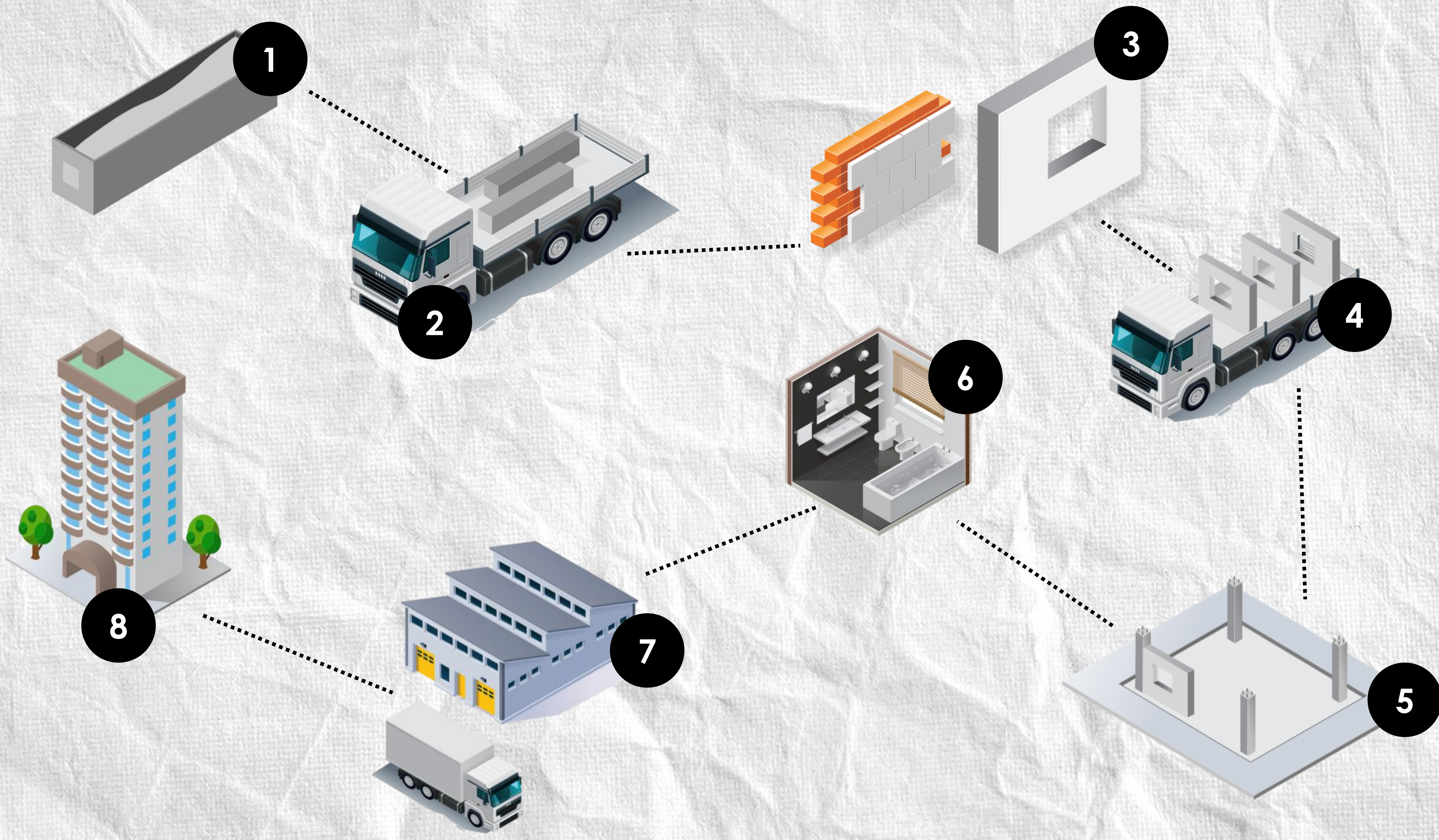






# PRECON SYSTEM







**INNOVATION**

**20 YEARS R&D**





# SUSTAINABILITY

"ALL SPHERES"





**SOCIAL**

**35%**

**FEMALE  
WORKFORCE**





**SOCIAL**



**QUALITY +  
STRUCTURAL**

**SAFETY**



**ECONOMICAL**



**HALF THE TIME**

**HALF THE RENT**

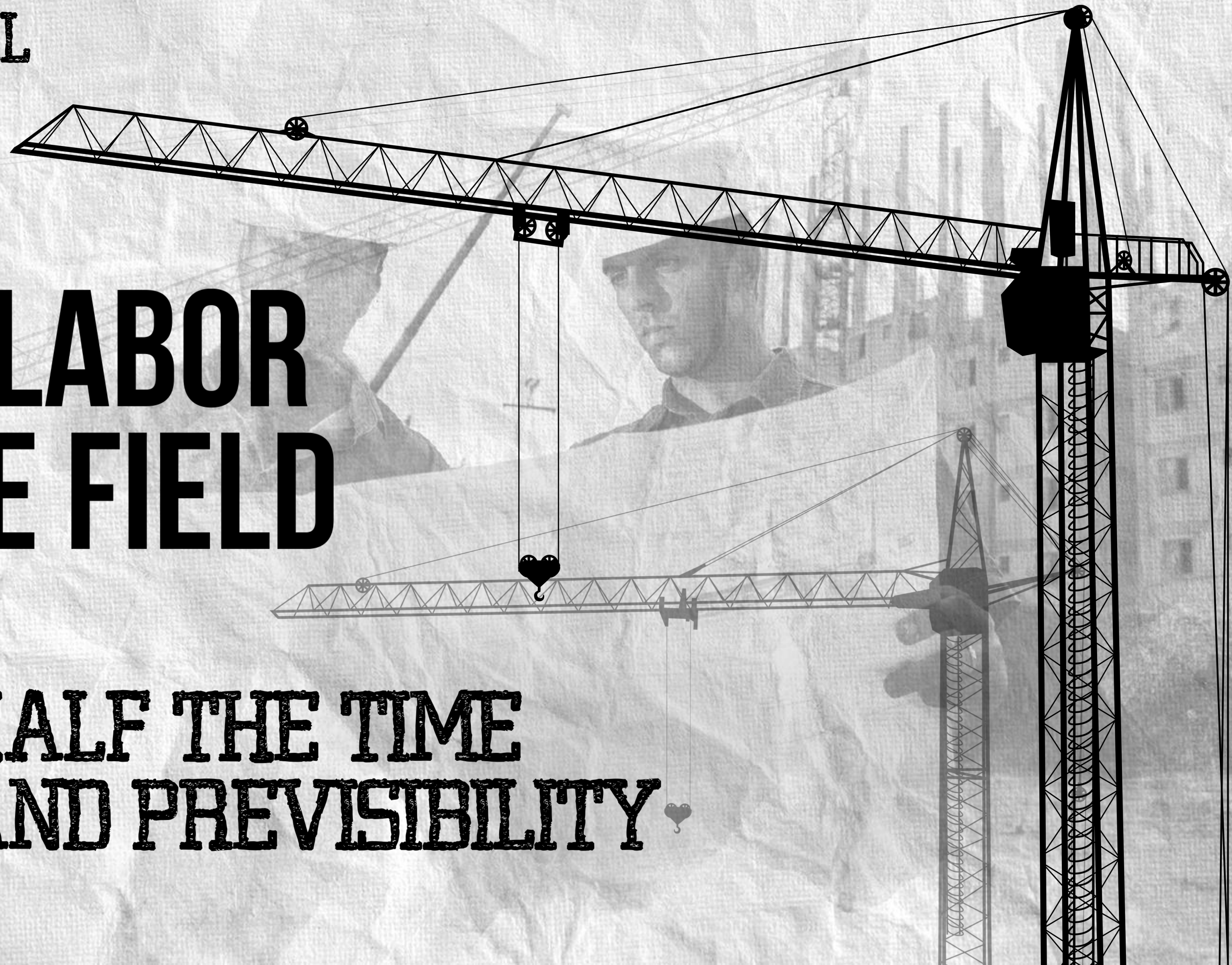




**ECONOMICAL**

**LESS LABOR  
IN THE FIELD**

**HALF THE TIME  
AND PREVISIBILITY**





**800%**

**LESS WASTE  
GENERATION**



**ENVIRONMENTAL**



# HONORS

-  **First Brazilian Company – Blue Stamp Caixa - Sustainability**
-  **ECO Award - Sustainability - AMCHAM**
-  **CBIC Award - Innovation & Sustainability**
-  **Furnas Blue Gold Award – Sustainability**
-  **Greening Award – Green Building Council - Sustainability**
-  **FDC Case – PRECON Housing Solution**
-  **Ethos Institute Award – Sustainable Company Award**



