



**sintesis**  
G R • U P

YOUR  
**BUSINESS**  
PARTNER

Everyday business problems, solved.



I am convinced that the vast experience of our team and our outstanding ability to develop specialized solutions for various business sectors position us as an exceptional strategic partner for our customers.

**Dr. Luis López**

– Chief Executive Officer, CEO



**Contact us today to unlock  
the potential of your business.**



**+(52) 81 1636 1007**



**[sintesisgroup.mx/contacto](https://sintesisgroup.mx/contacto)**





# We are **experts** in business solutions

We are your trusted partner on the path to success. Our commitment is to help transform your challenges into opportunities, and turn complexities in your company into efficient processes. Our experts specialize in various areas, including:

- Administration
- Human Resources
- Marketing
- Finance
- Payroll
- Security
- Cleaning
- And More

## MISSION

*To deliver innovative, high quality, specialized solutions globally. We efficiently address critical activities that are often overlooked yet essential to operations and the success of businesses in an ever-changing world. We are committed to being the trusted partner of organizations by providing exceptional services that enable them to focus their time on their own areas of expertise in order to help them achieve maximum success.*

## VISION

*To lead the industry in specialized solutions, being recognized as a benchmark of excellence and efficiency in the delivery of core business services around the globe. The elements we base ourselves on; resilience, innovation and continuous improvement help us strive to anticipate the changing needs of our customers and therefore contribute to the sustainable growth of their operations.*

We demonstrate this through our core institutional values which are:

- SYNERGY
- INNOVATION
- INTEGRITY
- RESPONSIBILITY



# OUR SERVICES



## Human Resources

We offer comprehensive solutions related to personnel management, compensation, and organizational development to optimize the efficiency and satisfaction of your employees.

**Recruitment**  
**Payroll Management**  
**Psychometric Evaluation**  
**Medical Evaluation**  
**HR Consulting**

## Business Administration

The modern business world is a challenge, that's why our expertise is your best ally. From legal services to management, or accounting to tax processes, we can facilitate success by taking over or supporting key responsibilities across your business.

**Legal Support**  
**Advice on procedures**  
**(E.g. Government Agencies)**  
**Accounting Services**  
**Accounting Administration**  
**Administrative Consultation**  
**Accounting Records**



**Arrange a meeting  
with our experts**



We offer a wide range of solutions, customized for each type of company and its objectives.



## Marketing Digital

Entering the digital world is already a necessity to increase your reach, for this reason we have solutions to boost your online presence and strengthen your brand.

Digital Advertising (Ads, Digital Sales Funnels, Email Marketing)  
Website & Search Engine Optimization  
Content Creation  
Audiovisual Production  
Planning & Strategy



## Specialist Services

Síntesis Group offers specialized services to meet unique business demands. Our experts recommend customized solutions to help you achieve your goals or solve specific problems.

Security Strategies  
Security Guards  
CCTV Systems  
Industrial Cleaning  
Commercial Cleaning

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**info@sintesisgroup.mx**

# Advantages for your Business



## Take on any challenge with Síntesis Group

**01**

### **Optimize your time**

We manage your company's peripheral tasks, allowing you to focus on your strategic objectives. We value your time and ensure efficient use of it.

**02**

### **Overcome obstacles**

Our experts help you overcome difficult challenges, offering specialized expertise to smooth and support your path to achieving your long-term goals.

**03**

### **Delegate complex tasks**

Our team specializes in creating customized solutions to address your company's complex tasks, tailored to your specific business needs. Delegate with confidence, knowing that solutions are designed for maximum efficiency.

**19**

YEARS EXPERIENCE

**50+**

SERVICES PROVIDED

**100s**

HAPPY CLIENTS



# OUR HISTORY

► **2005**  
Foundation of  
**Sínthesis  
Group**

► **2009**  
Formation  
of the first  
board

► **2015**  
International  
Growth

► **2020**  
Institutional  
Re-engineering

Since its foundation in 2005, Sínthesis Group has maintained a consistent identity, focused on institutionalized growth. We stand out for offering professional and specialized services with the objective that our clients improve their operational practices and generate business strategies together with us to improve their profitability.



sintesisgroup.mx



# HUMAN Resources

At Síntesis Group, we recognize that the core of any successful company lies in the quality of its human capital. Our Human Resource services are designed to empower your team, whilst elevating and maximizing the growth of your organization. Here is a glimpse of how we can support your HR operations:

## Strategies to support your workforce:

- Policies and Procedures Manuals
- Organizational Development Consultancy
- Efficient Payroll Processing
- Strategic Personnel Selection
- Human Capital Consulting
- Training and Workforce Development

## Why Síntesis Group?

### Personalized Solutions:

Designed to meet the unique needs of your business, ensuring seamless alignment with your organizational objectives.

### Technological Innovation of HR Processes:

We seamlessly integrate state-of-the-art personnel management technology to improve efficiency and transparency.

### A History of Success:

Several success stories where our “Human Capital” solutions have resulted in the perfect combination of organizational growth and employee satisfaction.



# Unlock the power of your workforce

## ○ Efficient Payroll Processing

Say goodbye to the complexities of payroll management. Our services encompass accurate and efficient payroll processing, ensuring your team is paid accurately, on time and in full compliance with the law.

## ○ Human Resource Consulting

With our experience we can provide you with comprehensive advice on personnel management. From training programs to job evaluations, we provide guidance to optimize your HR.

## ○ Strategic Recruitment

Finding the right talent is crucial to a company's performance. We pride ourselves on our knowledge of strategic recruitment, helping your team identify and attract candidates who align with your company's values and objectives.

## ○ Organizational Development Consultancy

Foster a culture of growth and excellence. Our team will guide you in Organizational Development, covering performance appraisals, job profiles and compensation strategies.

## ○ Employee Training

Invest in the skills of your team. We offer training programs to help boost productivity, ensuring your workforce stays ahead in a dynamic business environment.

## ○ Employment Relations

Working relations help create a harmonious working environment. Our services include creating employment relations strategies, developing policies and conducting business climate assessments.



CALL OUR EXPERTS:

**+(52) 81 1636 1007**

# BUSINESS ADMINISTRATION

Our team of experts excels in providing comprehensive business management services designed to make your operations more efficient, help achieve your goals and drive organizational growth.

**Legal** | Specialized advice on labor and corporate law.

**Regulatory Compliance** | We ensure that your company has legal adherence for peace of mind and operational confidence.

**Financial/ Tax** | We support you with efficient accountancy and tax compliance services to give you peace of mind.

**Contracts** | Advice on individual and/or collective labor contracts.

**Negotiating with Trade Unions** | Thorough and skillful handling of negotiations with trade unions.

**Administration** | Optimization of administrative processes for sustainable operational effectiveness and efficiency.



“Lacking an experienced legal team, we relied on the expertise and advice of Síntesis Group to guide us through our complex legal processes.

Client, Tech Company”

# Building Operational Efficiency in Your Company

## Legal Services

Our legal expertise covers labor and corporate law. We offer support and guidance, ensuring that your business operates within the legal framework, minimizes risks, and can manage legal issues effectively.

## Contract Experiences

Negotiating employment contracts and other key agreements can be a complex task. We're experts in advising on the management, drafting, negotiation and execution of individual contracts, collective bargaining agreements and negotiations with trade unions.

## Financial/Tax Administration

We provide comprehensive financial management services, including accounting and tax compliance advice. Rest easy knowing that your financial affairs are in competent hands, allowing you to concentrate on your core activities.

## Administrative Efficiency

Optimizing operational processes is of paramount importance for companies. We advise you to identify operational inefficiencies and offer strategies to improve productivity, reduce costs and strengthen profitability.

## Regulatory Compliance

Compliance with legal standards can be a complex process without specialist expertise. Our comprehensive approach to legal compliance will give you peace of mind by operating with integrity and within the law.



For more  
information  
visit our  
**website:**

[sintesisgroup.mx](https://sintesisgroup.mx)



# Streamline your operational processes.

Administration  
Human Resources  
Marketing  
Security  
Cleaning  
Finance  
And More

**synthesis**  
G R O U P

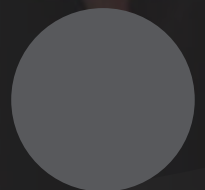


You excel in your  
area of expertise  
while we manage  
the rest, optimizing  
your performance.

## Contact Us

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sintesisgroup.mx



+(52) 81 1636 1007



info@sintesisgroup.mx



# Specialized Services



**Specialized business services to support and complement your day-to-day business activities.**

Start a transformative journey for your company's operations with specialized services such as institutional, industrial, commercial and residential cleaning, as well as our range of security services. Our experts aim to set a new standard in efficiency and compliance across diverse industries, promising a sophisticated approach to meet your unique needs.

## High Hygiene Standards

Immerse yourself in a spotlessly clean working environment with our advanced institutional cleaning solutions. We offer customized services designed for commercial and industrial environments, ensuring an unparalleled level of cleanliness to your office or factory.

## Integrated Security Planning

Comprehensively protect your assets with meticulous security planning. Our trained security personnel, advanced surveillance and detailed risk assessments strengthen institutions, businesses and residential complexes.

## Professional Solutions

We have the perfect combination of solutions for your company, because in addition to the service of personnel (specializing in institutional cleaning), we offer a range of cleaning products of the highest quality. If your company requires it, we will include these in our service to eliminate the additional task of searching for these materials.



## CLEANING



## SECURITY



## AND MORE

### **Institutional Cleaning Solutions:**

- Elevate the hygiene in your workspaces with our institutional cleaning services and our personnel trained in deep cleaning techniques.
- Customized solutions for institutional and industrial environments, guaranteeing an impeccable environment.

### **Tailor-Made Security Systems:**

- Implement state-of-the-art security systems tailored to the needs of your industry.
- CCTV systems, access controls, vulnerability and risk assessments for robust security.

### **Institutional Security Strategies:**

- Safeguard your assets with comprehensive and strategic security planning.
- Trained security personnel, advanced surveillance and risk assessment for institutional facilities, commercial and residential complexes.

### **Undercover Operations Services:**

- Discover potential threats, material loss and more with our undercover operations service.
- Mitigate risk and proactively protect your company's interests.

“

As a business owner,  
you don't need to be  
an expert in everything.



# Marketing



## Optimize your brand & reach new targets

Our marketing strategies are designed for companies looking to elevate their brand, discover new audiences, increase sales and generate growth.

## Impact on your business



### Personalized Plan

We work with you to create and implement specialized marketing strategies that align with and help achieve your business objectives.



### Engagement Strategies

Penetrate new markets and build relationships by using creative tactics, bold designs and campaigns that make an impact.



### Attract New Customers

We use proven techniques such as website optimization, SEO (search engine optimization), content and digital advertising to help you reach wider audiences.



### Branding and Positioning

Eye-catching visuals and strategic positioning can help amplify your brand, allowing you to stand out from your competitors.

For updates, news, and opinions, follow us on

**social media:**



**síntesis group mx**



# OUR STRATEGIES

Maximize your brand value with our full suite of marketing services. We use cutting-edge strategies and creativity to elevate your brand presence and build customer loyalty.

## BRANDING

Designing a distinctive brand identity that resonates with your audience. Elevate your brand presence, build trust and stand out in the marketplace.

**Logo Design**  
**Brand Message**  
**Identity Design**  
**Brand Strategy Consultation**

## DIGITAL PRESENCE

Developing a solid online presence. We design stunning websites, optimized for search engines with the aim of strengthening your digital reputation.

**Website Design and Development**  
**SEO (Search Engine Optimization)**

## CONTENT PLAN

Strategic planning and content creation to engage your audience, improve online visibility, drive traffic and establish thought leadership.

**Content Planning**  
**Copywriting Services**  
**Development of Scheduling Systems**  
**Message Automation**  
**Optimized Content Creation**

## LEAD GENERATION

New customer acquisition strategy. Targeted campaigns, landing pages, sales funnels, email marketing and conversion strategies for business growth.

**Targeted Marketing Campaigns (ads)**  
**Landing Page Optimization**  
**Email Marketing Campaigns**  
**Conversion Rate Increase**

## Why choose us as your Marketing Agency?



- Expertise and specialization
- Cost-effective solutions
- Measurable results
- Strategic planning
- Innovation and creative ideas
- Time efficiency
- Scalability
- Hard data-driven decision making
- Consistency across channels
- Adaptability to trends
- Access to advanced tools
- Allows you to focus on your operation
- Global perspective
- Adherence to industry standards

# Our Competitive Advantage

## Why our clients like to work with us

Working with Síntesis Group brings numerous benefits to your company's operations, growth, finances and overall success. Below are some key examples of how we can help you thrive, outperform the competition and achieve key objectives.



### PERSONALIZED SERVICE FOR YOUR BUSINESS

At Síntesis Group, we understand that every company has unique needs. Our team specializes in developing custom, unique solutions that are adapted to your company's specific needs. Whether it is Human Resources, Administration, Legal, Commodities or Marketing, we tailor our expertise to meet your requirements precisely.

### EXPERIENCED TEAM OF INDUSTRY EXPERTS

Our team is made up of professionals with extensive experience in various industries. We pride ourselves on having a team that possesses the skills, knowledge and dedication to help your business flourish. By choosing us, you are choosing a business partner committed to your company's success.



### PROVEN RECORD OF SUCCESS

At Síntesis Group, results are our priority, and our track record of success in delivering outstanding results for our clients speaks for itself. Our numerous client success stories demonstrate the impact we can have on your business.



# Customer Centric Approach

At Síntesis Group, our approach revolves around you.  
We believe in a client-centric philosophy, understanding your  
unique needs and designing solutions that generate tangible results.



# What our clients say.



"Síntesis Group plays a key role in coordinating our human resource processes and improving our financial performance. Their team of experts is highly competent, responsive and always strives to solve our challenges."

**HR Director, Mail Company**



"Síntesis Group's Marketing team has helped us build our brand, expand our reach, and attract new clients. Their creativity and strategic thinking have been an important part of achieving our goals."

**Marketing Director, Restaurant**



"We have been working with Síntesis Group for several years and have been consistently impressed with their level of knowledge and their focus on our success. They have assisted us with complex legal and financial tasks and have become an integral part of our team."

**Financial Director, Construction Business**



**Our goal is to ensure that our customers receive the best possible service from the most qualified experts.**

”

## Frequently Asked Questions

### **What services does Síntesis Group offer?**

Síntesis Group offers a wide range of services, including Human Capital, Business Management, Marketing and Specialized Commodities Services. See pages 4-5 for a detailed list.

### **How can Síntesis Group help my company?**

Our customized solutions are designed to improve operational efficiency, drive growth and address specific challenges in areas such as human capital management, business administration and marketing. See benefits on pages 8-15.

### **How does Síntesis Group ensure customer satisfaction?**

We pride ourselves on our customer-centric approach, understanding unique requirements to deliver unique solutions. We will continue to work with you throughout the process.

### **Can I customize the service to suit my company's needs?**

We understand that every business is unique. Our team works closely with our clients to delve into their circumstances so that we can tailor services to meet their specific needs.

### **How does the onboarding process work for new customers?**

Our processes are designed to make new client onboarding smooth and efficient. Our experts will work directly with you to gain a complete picture of your circumstances, schedule the implementation of our services and drive continuous improvement.

### **Are there different service packages available?**

Yes, we offer various service packages to meet different business needs. Please see pages 4-5 for an overview and feel free to contact us for more details.

### **What industries does Síntesis Group specialize in?**

Síntesis Group has experienced experts across a diverse range of industries and we are not limited to specific sectors. For any industry, trade or institution, we can offer comprehensive solutions.

# CONTACT US



Website

sintesisgroup.mx



Phone Number

+(52) 81 1636 1007



Email

info@sintesisgroup.mx



Address

Avenida Batallón de  
San Patricio 109  
Piso 17, Zona San Agustín  
San Pedro Garza García, N.L.  
C.P. 66260

Our team is always available to answer any questions you may have about our services and we will get back to you as soon as possible. We will be excited to hear about your company and your company's needs.





# What's New?

We are always looking to expand into new areas in order to help our clients achieve their business goals.

For more information  
and updates visit:

**[sintesisgroup.mx](https://sintesisgroup.mx)**

or you can scan  
this QR code:





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