



April 19, 2010

To whom it may concern,

London Consultant Group performed work for the Kellogg Caribbean business from September 2009 – April 2010. Their consulting team worked closely with our employees to conduct business assessments while providing recommendations aligned to our strategic and business needs. Their Firm worked for several projects related to our Caribbean Business to determine the potential of incremental sales and efficiencies as well as the service standards and processes required to support them.

One specific project focused on the efficiency and effectiveness of our operation. The consulting team's diagnosis methodology involved detailed activity list and structure analysis, side-by-side observation, process mapping and historical data analysis. After the diagnosis, we selected a couple of their suggested initiatives focused on promotional execution (Win at POS), reduction of return goods (salables), and credits (unsalables). The work on these initiatives allowed us to:

- Identify opportunities to reduce duplicity and non-productive activities
- Improve control on salables and unsalables by optimizing the way the transactions are recorded and published to the parties involved
- Understand the root causes of disconnection in the execution of certain strategic promotional and sales activities
- Delineate new roles and controls to improve execution and product availability at the store by involved parties including Key Account Managers, Field Sales Operations personnel (Supervisors, Salesman, Merchandisers), and Promotions team.

Another project focused on the Caribbean Island business. The methodology employed by them involved market visits, shelf price auditing, meetings with our team and distributors, detailed process mapping and historical data analysis. It resulted in:

- Improved understanding of the opportunity and complexity for each market
- Alternative scenarios for our sales and customer service structure
- A framework to select the right sales approach to current and future markets
- A comprehensive process map to support the operation
- New reports to ensure visibility

The resulting recommendations will help us fine tune our organization and develop new business potential. For these reasons I would recommend London Consulting Group.

Yours truly,

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General Manager

Kellogg Caribbean

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