

To whom it may concern:

We hereby would like to share our experience of the project called *Treasure Island*, carried out in conjunction with the firm London Consulting Group over a 17 week period with the objective of conducting a situation assessment for the Caribbean Islands focused on creating options to accelerate growth.

The project included an intensive research of information, development of historic data trends, consumer preferences, portfolio and product sourcing, business performance analysis, CAGR, competition information, market growth potential and importance, islands macro economic information, industry overview & tourism analysis, back office analysis, headcount and reporting lines structure.

The key areas covered by the project were:

- Portfolio.
- Go-to-Market Strategy.
- Organization / Business Reporting.
- Sourcing.

Main benefits;

- Support and documentate the region's strategy by means of statistical data and extend the panorama for future plans.

Due to the aforementioned, we highly recommend London Consulting Group as a committed company with an excellent work methodology.

Sincerely,



Eric Gripentrog,  
General Manager.  
Kellogg Caribbean.

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