



Jensen Group

Saint Petersburg State University
Graduate School of Management

December 18, 2008

In October-December 2008, a group of four students of Saint Petersburg State University Graduate School of Management (Dina Sepkulova, Olga Filinova, Emmanuelle Gueppe and Viacheslav Goncharov) supervised by their academic advisor (Konstantin Krotov) worked on developing a strategy for one of Jensen Group's development projects (Sosnovo).

As a result, Jensen Group received an extensive and detailed report with market research, an analysis of possible strategies, an executive plan and basic financials as well as presentation that was delivered in the offices of Jensen Group to Jensen Group's management team. The students' work was impressive and went into a lot of details analyzing the project from various perspectives.

The students have demonstrated a lot of enthusiasm, good knowledge of analyzing instruments when preparing graphs and tables as well as excellent presentation skills. They have offered many creative ideas, that could be useful for the company in the future.

Jensen Group has developed a very positive impression of the group. The students seem to have an extensive academic background, good analytical skills and positive attitude. We evaluate the work done at 9 points out of 10.

As one of the areas of improvement, we would like to recommend the students to look at projects more from investment side other than theoretical and academical sides, and to pay more attention to evaluating risks.

Jensen Group is grateful to Saint Petersburg State University Graduate School of Management for the opportunity to be a part of their educational program, and we look forward to working together on similar projects in the future.

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