

3M Россия
3M Russia

121614, Москва, Россия
ул. Крылатская, дом 17, стр. 3
Бизнес-парк "Крылатские Холмы"
(495) 784 74 74 Телефон
(495) 784 74 75 Факс

Krylatsky Hills Business Park
Krylatskaya st., 17, bldg. 3
121614 Moscow, Russia
7 (495) 784 74 74 Telephone
7 (495) 784 74 75 Fax



LETTER OF RECOMMENDATION

St. Petersburg

May 6, 2009

By this letter I would like to thank students of Graduate School of Management of St. Petersburg State University (Sergey Blanket, Olga Kuznetsova, Tatyana Tsukanova, Alexander Shutkin and their academic advisor Andrey Starkov) for their participation in the Consulting Project carried out by master students of Graduate School of Management of St. Petersburg State University for our company during the period from February till May, 2009.

The topic of the project was "Nexcare brand – developing First Aid product category in Russian retail chains (Lenta and O'Key)". The main objective was to propose ideas and recommendations of the way how 3M can improve the position of its brand Nexcare in St. Petersburg retail chains. In order to attain the objective the students conducted both quantitative and qualitative marketing research, applied different theoretical models and frameworks. The team demonstrated real diligence and ability to think over our business case and a high level of professionalism in analysis and interpretation of the results.

The outcomes of the consulting project were presented to the Management Team of 3M. The ideas and recommendations the students came up with were considered as relevant and valuable for the 3M's business future development on Russian market.

Dmitry Ermilov
Business Development Manager North-West Region
3M Russia
E-mail: dermilov@mmm.com

