



19.05.2010

Assessment letter

Client Company: Fazer Amica (Fazer Food Services)

Topic: *Analysis of a New Concept of Café in the Russian Market: Buying Behavior of Russian Consumers and Consumers' Preferences*

Project Team:

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Grade: 09

Comments:

I'd like to thank you all team for the work they've done. It was a challenging project to forecast consumer preferences in terms of café concept adaptation to the local St Pet market. I'm appreciate very much the students' initiative to divide research for 2 stages, namely before making quantitative questionnaire they've made qualitative research. The findings help us to prove basic assumption about attributes of the Fazer café services, and was very useful for presentation the service model concept to the Fazer steering group in April. Fazer Food Services will use the research result for further investigation of this topic. We are interested very much in further collaboration with University in concept study, to appraise both pre-opening and post-opening stage (Fazer café to be open in November 2010).

The score 09 leaves the room for improvement, namely some statistic data of answer interpretation is not very transparent for me, as it came up from the final report. It could become more clear and beneficially for both parties if we would have more time for the final research result presentation.

 / Svetlana Simonova/

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