

Assessment letter

Moscow 7.05.2010

ZAO L'ORÉAL

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This letter provides an evaluation of the consulting project "Launch of professional hair color product INOA: customer satisfaction evaluation" for ZAO L'ORÉAL made by the group of students from the Graduate School of Management, Saint-Petersburg State University.

In order to implement the project students work in team of 6 fellows:

Yulia Denisova
Arina Leonenko
Karina Zdalinskaya
Ekaterina Geta
Mikko Värri
Henri Juhani Kajula.

After careful consideration ZAO L'ORÉAL has concluded that the results of the project is fully corresponding to the requirements of the company and the team reached the goal set before – to analyze the first perceptions of the L'ORÉAL INOA hair color among the hairdressers in Saint-Petersburg.

During the project implementation the team has demonstrated high level of motivation, analytical skills, responsibility, team spirit and entrepreneurial approach in dealing with difficult issues.

L'ORÉAL emphasized that the team multiplied the added value of the project by making recommendations on designing of the questionnaire and providing quantitative indicators as well as qualitative comments.

Considering this result the grade of the project is 10.

Yours sincerely,

Group brand manager L'Oréal Professionnel – Kristina Konakova /
Research manager – Arina Vassilchenko /
Recruitment manager – Elena Paramonova /



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