



Assessment letter

Moscow 21.12.2011

ZAO L'ORÉAL

119180 Moscou, 1/8,
4-ij Goloutvinsky per, bld. 1-2
Telephone: (+7 495) 258-3191
Fax: (+7 495) 258-3182

This letter provides an evaluation of the consulting project “Design of digital strategy for Giorgio Armani brand” for ZAO L'ORÉAL made by the group of master students (the Graduate School of Management, Saint-Petersburg State University).

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

Ivan Sedrisev
Christina Meiser
Fridolin Herkommer
Darina Varich
Taco Smit
Alexander Bergman

After careful consideration ZAO L'ORÉAL has concluded that the results of the project corresponds to the requirements of the company, overall the team reached the goal set before – design the digital strategy for Giorgio Armani brand. At the same time there are several areas for development that should have been addressed in the final report.

- 1) Despite the analysis and research the team made the core essence of the work is not obvious. The team should have stressed out the strategy itself, instead of presenting in details the tools. It was more focused on the launch period and tactical tools than on strategy in long-term period.
- 2) Presentation of the project lacks coherence. It was full of analytical information but the links between different parts are not properly outlined and the main findings are of analysis and not very much connected to the proposed strategy.

The final score of the project: 7.

Yours sincerely,

Talent Sourcing Manager
Brand-manager, Giorgio Armani

Elena Paramonova
Nikolaj Kaluzhniy

ЗАО Л'ОРЕАЛЬ

119180 Москва, 4-ый Голутвинский пер., д. 1/8, стр. 1-2
Телефон (+7 495) 258-3191
Факс (+7 495) 258-3182

ZAO L'ORÉAL

119180 Moscou, 1/8, 4-ème Goloutvinsky per, bât.
1-2
Téléphone (+7 495) 258-3191
Fax (+7 495) 258-3182