



March 2014

To whom it may concern:

Kellogg Caribbean attends the distribution of the complete line of cereals and foods for Puerto Rico and 19 markets in the Caribbean region. On October 2013 we started a project to work in the Go to Market strategy and the restructuring of the commercial area. According to the importance of such project, we decided to collaborate once again with London Consulting Group to support as Project Managers in order to meet the deadlines set for the completion of the project successfully.

Some of the main activities developed were:

- Define the main milestones to accomplish in each area.
- Detailed activity lists to successfully accomplish each milestone.
- Define time goals and responsible for each of the activities.
- Identify activities to be executed in sequential or parallel order.
- Create Timeline and schedule tool to measure progress and compliance
- Review weekly reports about the status for ongoing and pending activities with each responsible.
- Lead weekly advance meetings to identify deviations and establish action plans with deadlines.
- Design and document Commercial and Marketing Process.

Personalized follow up on the activities and shoulder to shoulder support by the consultant is an important factor in order to ensure compliance of the goals and deadlines set.

For all of the above, we strongly recommend London Consulting Group to help and support in this kind of Project Management assignments.

Sincerely,

Eric Gripenstrog

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