



191 Welland Ave • St Catharines, ON L2R 2P2  
Tel: 905-685-8848 • Fax: 905-685-5053

To Whom It May Concern:

As the owner of well-established natural health food store, I wanted to improve the design, décor and in-store signage without having to spend thousands of dollars on a complete renovation.

I called Diane Chiasson of Chiasson Consultants and hired her for a one-day assessment program. She was incredibly helpful from the moment I spoke to her. We settled on a date for the assessment, but she also spent time beforehand reviewing photos and marketing materials that I sent her in advance, as well as sending me ideas via email before we even met.

During our assessment, Diane delivered on her promise to advise us on how best to improve the look and feel of our store without spending a fortune. We discussed my goals and what I wanted to accomplish with not only the design and décor of my store, but also the potential addition of a to-go area.

After hearing we had procrastinated on a plan to relocate our natural cleaning products to a more logical area in the store, Diane took it upon herself to make this happen! She very quickly and efficiently helped move and re-merchandised the products in an attractive and logical manner. This reminded us about the power of merchandising and how important it is to not put off these important front-end projects!

She also made logical and insightful suggestions on the layout of our store, interior design, colours, branding strategy, as well as good advice on how to get started on our to-go area to generate additional sales.

I felt that Diane did a great job and truly cared that I was on the right path to success. After our assessment, she did call to check in and sent additional ideas and photos to consider. I am glad to have had the opportunity to work with Diane Chiasson.

Sincerely,

Jason Sebeslav