

To Whom It May Concern:

We were looking for a retail consultant to help us open our new store, Touch De L'Afrique, and discovered Chiasson Consultants Inc. online. We called Diane Chiasson, and she met with us right away and guided us in the right direction to succeed.

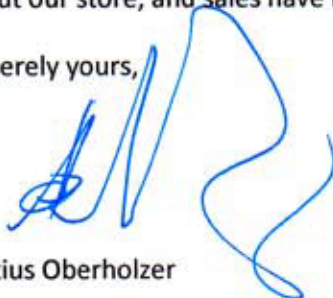
When we met with Diane the first time, she arrived armed with several ideas and suggestions as to how we could move forward with our operation before even seeing it! She came to our first meeting prepared, and it was obvious that she had done her research beforehand. As Diane is both a foodservice and retail consultant, she provided us with several ideas on how we could combine our retail store, the Afro Café – a small coffee shop we have inside the store, and our travel company, and turn our store into a destination.

It was immediately clear to us that we had made the right decision in hiring her. She has a natural gift and vision for merchandising and design. She is a headstrong leader who will not back down on what she believes is the right thing to do. Her 25+ years of experience in the retail industry really showed through, and we were able to work together to develop several innovative and creative ideas to not only make our store a beautiful one, but also a store that will generate money.

Diane is knowledgeable on all facets of the retail and foodservice industry – from interior design and décor, to merchandising, marketing, advertising, branding and customer service. We also hired her to deliver our staff a short presentation on customer service, which we found to be informative and helpful.

In a very short period of time, Diane helped us turn our first retail store into a beautiful place where customers can feel at home. Since our opening, we have received several rave reviews from customers about our store, and sales have been brisk.

Sincerely yours,



Alutius Oberholzer

Owner

Touch De L'Afrique