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Letter of reference

To whom it may concern,

we have asked Oxford Research International to conduct a usage and attitude study for the shoe care market in Russia. This study included quantitative and qualitative work and was done under a strong time pressure, as the results were essential to prepare the activities for the season 2005/2006.

The work was completed to a very high standard. The quality of results, the presentation, the interpretation and the transition into actionable recommendations were excellent and gave strong guidelines for future activities. Especially I was impressed by the high degree of motivation during the whole job.

I strongly can recommend Oxford Research International for these kind of research projects.

With kind regards.

Stefan Klomann
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Werner & Mertz GmbH