

To whom it may concern

date: November 12th, 2011

RECOMMENDATION FOR CLIO BERALDIN

L.S.,

This is to state that Ms. Beraldin (Clio) has been a full-time registered student at the Hogeschool van Amsterdam /HES – University of Applied Science, during the academic period of 2007-2011.

I was the thesis supervisor of Mrs Beraldin. She has set up an extensive and thorough report on a research based consumer driven dedicated retail consumer approach including various segmentations for Tom Tom with a pilot in NL and rollout possibilities to other retailers and other major European markets.

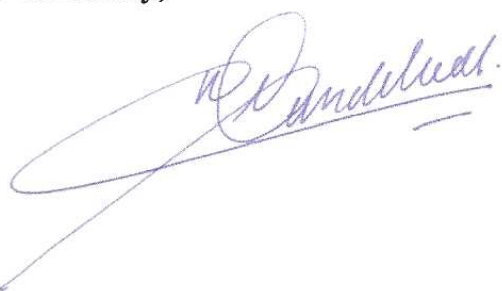
The reference to the broad IBMS literature was excellent. Her analyses covered both extensive desk research as well as proprietary research conducted for Tom Tom including research commissioned by Tom Tom on her request.

The study gave a fully fledged answer to the research question , has a high academic standard as well as an excellent a practical implementation value.

The study has been recommended for an award winning thesis price as it ranked in the top three of this year.

Based on the above I can surely recommend miss Beraldin as I am confident that she will be able to successfully complete a study on Master level

Yours sincerely,



N.C. van Loendersloot

LECTURER MARKETING /COMMUNICATION
HES School of Economics and Business
University of Applied Sciences
Hogeschool van Amsterdam (Int. Dept.)
Fraijlemaborg 133 1102 CV Amsterdam
P.O. Box 22575, 1100 DB Amsterdam
Netherlands. Mob: + 31 (0) 653 145 224
e-mail: n.c.van.loendersloot@hva.nl

Thursday & Friday

Fachhochschule Dortmund

University of Applied Sciences and Arts

Prof. N.C. van Loendersloot
Faculty of Business Studies & Economics
International Department
Room EFS 44 358
Emil-Figge-Str.44
44227 Dortmund Germany
Mobile: 0031 653 145 224
temporary e-mail:
n.c.van.loendersloot@hva.nl
web: www.fh-dortmund.de