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SPIII-8 Act 4 Letter

Letter of Reference for Practical Studies

Andreas Hoffmann, born May 23, 1982, has been employed with LATZ GmbH in Euskirchen from January 18 to June 30, 2006 as part of his practical studies.

Over the entire period of his practical studies, he has been working in the FEBO PROFESSIONAL department. FEBO PROFESSIONAL manufactures and distributes pet foods for cats and dogs throughout Europe via the pet industry.

Besides handling the day-to-day administrative work, Andreas Hoffmann was in charge of setting up sales statistics for the individual sales areas, working out customer analyses and evaluating reports from our sales representatives.

Due to his excellent command of both the German and English languages and his active commitment, Andreas Hoffmann assumed responsibility for the test of our marketing and sales concept, "Zones of Excellence" in the greater Cologne area.

He was responsible for the entire planning, administrative preparation and execution of this project. This included identifying the actual customer potential, planning sales tours for the individual areas, developing check lists for the test run, as well as putting together planning and presentational material for the customers and the Febo Professional sales force. Andreas Hoffman was also in charge of controlling the progress of this project.

For the sourcing and supply on advertising and promotional items, Andreas Hoffmann was in regular contact with our Irish advertising agency in Dublin and coordinated time schedules and activities with them.

Through his systematic and team-oriented work, Andreas Hoffmann made a major contribution to the success of our new marketing project.

Within very little time, Andreas Hoffmann acquired a high degree of technical competence, and he was well liked and respected by business partners and colleagues because of his friendly and open-minded attitude.

We wish Andreas Hoffmann all the best and every success for both his private life and business career.

LATZ GmbH
Febo Professional

W. Mooshage
Sales Manager Germany