

To Whom it May Concern,

This is to certify that we, Tarannum and Deepak Parbhoo, owners of JellyFish Catering have employed the services of Peter Jones of Make It Happen Coaching Services.

We have worked with Peter since March 2013. In this period, he has greatly added value to us by teaching us the following principles:

- 80 – 20 rule - how to work more effectively with 20% of our clients who give us 80% of our business.
- How to Network more efficiently and effectively.
- Set up contacts so that we were able to brand ourselves better and get our name into the marketplace.
- How to maximise relationships with our suppliers
- Unique approaches to get in front of key decision makes in blue chip companies

We are currently working with him on the following:

- Getting our cashflow to a steady level
- Looking into operational procedures ie stock-taking and online sales and marketing reports.

Due to Peter coaching us consistently, we have seen a **300% increase** in our monthly turnover from March 2013 to July 2014, with a 500% increase in August 2014.

We highly recommend Peter's services for any business that needs a fresh perspective on it's Operational and Sales and Marketing strategy.

Many thanks



Deepak Parbhoo

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