

To Whom It May Concern,

I'm writing regarding the Business Policy and Strategy course taught by Mr. Wilson Zehr.

First of all, I'd like to say THANK YOU for allowing the opportunity to work with Eastern business students. The time, energy and care the students took to research the market and make suggestions were very valuable. It is difficult to find and afford such strategic team assistance in the music world and I am very grateful for the team I had during the semester that helped me develop and move toward a target in the music market! This is a creative idea for a course that brought a lot of value to me as an entrepreneur.

It's so important to hear from college-age youth who are the pop culture trendsetters and consumers. They have their finger on the pulse of cutting edge technologies and market trends, and the bonus of the business-minded student group makes for a powerful market research team. The group that worked on my project was creative and the survey they developed provided very helpful results so I could see where geographically, which genre lane, and which age demographic my product would be best targeted toward. This research will help me immensely in the coming year.

I hope practical projects like this one will continue to be part of the curriculum at Eastern. It's an amazing opportunity for both students and entrepreneurs to partner and learn from one another. I can't think of a better way for students to gain real-world experience and for business people to stay aware of trends and make new bold moves based on market research. The results brought great value to my business and planning and I am grateful to have been included as an entrepreneur in this project.

Please feel free to contact me with any questions. (509) 844-1591

Sincerely,

Nicole Lewis