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To Whom It May Concern:

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Web Wizard Consulting Ltd

We provided Web Wizard Consulting Ltd and other website design/developers with an overview of the website we wanted to create and the budget we had available. An important aspect of the project was we wanted the ability to create, add, update and maintain the website ourselves without using technical code and constantly having to go back to the website design/developers every time we wanted to add, change or update the website. This was to be achieved by using a content management system to the backend of the website.

Having talked to the various website design/developers we approached it soon became evident Web Wizard Consulting Ltd had a far greater understanding of what we wanted to achieve than the other companies, both in terms of the technical requirements and the commercial aspects of the website. As well as looking at the initial requirements of the website Web Wizard Consulting Ltd also looked to the future development of the website and included future aspects into the initial design thereby avoiding dramatic changes and expense to incorporate these in the future.

These factors put Web Wizard Consulting Ltd head and shoulders above the other companies we discussed our requirements with. Furthermore when we discussed the extensive requirements of the website in detail with Web Wizard Consulting Ltd these could be achieved well within our budget, whereas the other company's proposals fully utilized our maximum budget without all the features Web Wizard Consulting Ltd were going to include.

One aspect that initially we had reservations on was the distance between ourselves and Web Wizard Consulting Ltd, some 200 miles. This turned out to be an irrelevant issue as the lines of communication via phone and e-mail were all that were needed to ensure the success of the project.

Having chosen Web Wizard Consulting Ltd for the project we have no regrets whatsoever in our selection. We worked closely with Vinay Shah throughout the project. Vinay is very professional, approachable, understanding of the technical issues and very importantly the commercial issues and provided valuable input into the specification and features the website now incorporates. Vinay has always been

readily contactable even outside normal business hours and has been invaluable in ensuring the project has been managed and completed successfully.

In addition to the actual implementation of the project Web Wizard Consulting Ltd have provided guidance on other web related matters where our knowledge and experience has been lacking, including negotiating an arrangement with a major price comparison website on our behalf. Web Wizard Consulting Ltd have educated us throughout the project on ideas and strategies to help the business grow and develop in the online world. Their input has been invaluable and they certainly go the extra mile providing a comprehensive service over and above the parameters of the project itself.

We have no hesitation in recommending Web Wizard Consulting Ltd as a company to undertake all aspects of website design, development, implementation and online marketing and look forward to working with them on future phases of our website as it grows and develops. Their commitment and work ethic are second to none.

Yours faithfully,

Paul Jacobs, FCA  
Swell Dweller Ltd