



GULU UGANDA COUNTRY DAIRY LTD
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The CEO
Uganda Export Promotion Board
Plot 37 Nakasero Road,
2nd Floor UEDCL Tower,
P.O. Box 5045, Kampala
Dear Sir,

RE: REFERENCE LETTER

We hereby confirm that The Business Accelerator Consulting Group Limited carried out a Context and Strategic Gap Analysis for Gulu Uganda Country Dairy (GUCD) and determined the strategic fit between Dairy Training Centre, The Netherlands and GUCD in preparation for a Grants proposal development for NUFFIC OKP Programme of The Kingdom of the Netherlands, in September and October 2018.

We found the company very good at strategic analysis in terms of Context and Gap Analysis. They helped determined our project strategic gaps and recommended strategies and interventions that helped us refocused our project to our long-term strategic intent.

We also know them for their cost effectiveness and quality of services. They give well-analyzed and balanced reports, views, opinions and recommendations.

We therefore recommend them for any assignment with respect to strategy development.

Yours faithfully,

Dr Tonny Kidega

Managing Director