

# OCTAVIA

## To Whom It May Concern:

I hired RSC Consulting Services (Bob Curry) for a profit improvement engagement for my company. I managed a chain of retail lady's clothing stores located in the Baltimore, Maryland area that are targeted towards the upscale market of women's fashions, including sportswear collections, eveningwear, luxury outerwear and furs.

At the time, we had many problems with growing our sales, shrinking profit margins, vendor negotiation challenges related to trade terms, employee morale, cash flow concerns, fully drawn bank line of credit and landlord problems. It felt like a losing battle!

In a very short period of time after the engagement started, RSC understood our situation and helped us to react immediately. Being so close to the circumstances, I had no idea that so much could be done to improve the business in such a short period of time. They focused on every area of the business including, supporting negotiations with our vendors for better payment terms, reduced our inventory to improve our cash flow, developed a sales incentive program for the store employees giving them incentive to work hard, sell more, and earn more money for themselves and the company.

Employing a consulting firm like RSC to analyze the problem areas, make the tough decisions and necessary changes to the business was absolutely the right decision. Every day, I felt more confident in managing the business because I knew that, with RSC's support and direction, I was then making the right decisions to maximize future profit.

When I hired RSC, I had no idea where I was going to find the funds pay them for their services. Due to their experience in the business turn-around space, the changes they helped us make to the business to immediately improve cash flow enabled me to pay their fees, and to become current with many of our trade vendors.

I would greatly recommend RSC to any retail business that needs to improve their financial situation, cash flow and profitability. I still consider RSC a valuable resource that I'd call on to assist me with any business problem that I might have or may encounter in the future.

If RSC is working for your company, you are in good hands. I consider Bob Curry a trusted friend that I can turn to for support and advice for business matters that I am not able discuss with others. His passion and knowledge is unrivaled.

Kind Regards,

*Jay Dugan*

Jay Dugan, Principal  
Octavia Incorporated